

Web Design Questionnaire

Contact Information

Company Name	
Contact Name	Title
Address	
City, State, ZIP	
Phone	Fax
Email	

Services

What Web Services are you interested in? Check all those that apply.

- Web Site Design & Development
- Logo Design
- Scanning and Image optimization
- Image and Graphic sourcing
- Custom design
- Web Site Maintenance
- Site Analysis
- E-commerce
- Search Engine Placement Technical Marketing
- Web Site Marketing Advertising
- Web Site Hosting
- Domain Name Registration
- Database Development
- Redesign of current site
- Assistance with Business Class DSL
- Assistance with T-1 connection

Who will be the contact person(s) for your Web site?

What is the budget for your project? Does this include hosting and maintenance?

Is there a deadline for this project?

Are you scheduling other events around this deadline?

Would you like the project broken down in phases to help you meet your goals?

Will this be a new Web site design or redesign of existing Web site? If you already have a Web site, will you be using your existing content?

Background

Describe the nature of your business or personal interests.

List the services that you or your company provides:

How many pages do you anticipate that your Web site will have and which pages you would like to include (i.e. Home, About Us, Products, Services, Picture Gallery, Contact Us, etc.)?

Describe your target audience (i.e. average age, special interests, income level, education level). Do they have any special needs?

Do you currently have marketing materials that we should incorporate into your web design (Logo, slogan, pictures, videos, animations, etc.)?

Goals, Purpose, Concept, Focus, Direction, Strategy and Message

What is the core purpose of your website? Check all those that apply.

- Entertainment
- Increase corporate, brand, product recognition
- Reduce customer service calls
- Increase sales
- Improve internal communication
- Increase prospective customer base
- Gather data
- Other _____

What is the primary message you wish to convey?

What kind of interactivity will your site need (Blog, forums, etc.)?

Do you have any specific design elements in mind?

Style, Design Message, Theme

What image do you want your site to project, what should be "the look and feel"?

Please list some examples of sites that you like.

Sites where I like the navigation:

Sites where I like the color scheme:

Sites where I like the branding or image:

Sites designed for the same target audience:

Sites I like the user interface or layout:

Please list some competitor's sites and what you like and dislike about them.

Please list some sites that you like in general/overall. Explain what you like and dislike.

Please list sites that you do not like. Explain.

Logo and Corporate Image

Do you have a company logo? Yes No

Do you have a company slogan and/or mission statement? Yes No

Do you have a corporate color scheme or any symbols/icons that we should incorporate in our design? Yes No

Content

Do you already have image/graphic content for your Web site? Yes No

Do you need our assistance scanning or preparing your images? Yes No

Approximately how many photos/graphics would you like to use on the site?_____

Do you have a separate budget for images? Yes No

Do you have text content ready for your Web site? Yes No

Would you like us to help develop textual content for your site? Yes No

Do you have anything in mind for background images or colors? Yes No

Do you want to include animated content in your site? Yes No

Do you want to place advertising on your site? Yes No

E-commerce

Are you going to sell products or services online?

Are you going to be accepting credit cards? Yes No

If so, do you currently have a merchant account?
Yes No

List the name of your merchant account if you have one. _____

How many products and/or services do you plan to sell? _____

Maintenance and Promotion

Would you be interested in having us do updates and maintenance to your site? Yes No

How often would you require updates?

Daily Weekly Monthly
Quarterly Other

Do you require us to train an employee?
Yes No

Would you be interested in assistance from EV-Consultech to promote your site and/or register you with search engines? Yes No

Are there parts of your site that will need to change regularly (i.e. products, prices, announcements, images, etc.)?

What is your number one business problem? How could a new Web site assist you in solving this problem?

Set-up & Hosting

Do you currently have a Web hosting package? If so, what company currently hosts your site?

Would you like EV-Consultech to assist you with your website hosting needs? Yes No

What email software do you currently use (Webmail, Outlook, etc.)?

How many email accounts will you need? _____

Do you currently own your own domain(s) (i.e. www.mydomain.com)?

Yes No

If not, would you like assistance in acquiring and registering one? Yes No

If yes, please list your top three choices and we will find out if one of your choices is available.

- 1 _____
- 2 _____
- 3 _____

If you already own your own domain(s) please list below as relevant to this project.

Would you like access to Web statistics on your site? Yes No

Would you like your visitors to search for content within your site? Yes No