

Full Website Development Questionnaire

These series of questions help guide us to your ideal web solution. Please answer all questions.

Organization Information

Name

Org. Type

Phone

Address

1. Was your organization previously involved in website planning?

No

Yes

2. Who will issue final approval on design and functionality?

Name

Email

Position

Phone

3. Who will actively manage this project?

Name

Email

Position

Phone

4. Describe your organization.

5. Are there any issues you want us to know about?

No Yes

6. List three things you'd like to change about how your organization is perceived.

1.

2.

3.

7. Provide the web addresses of direct competitors in your industry or market.

1. 2.

3. 4.

Goals & Objectives

8. What primary goals should the website achieve?

Promote your products and/or services Sell products directly over the Internet through credit card

Attract prospective clients Increase sales

Increase public awareness of your organization's name, brand and identity

Make product/service information available for customers and/or distributors

Other

9. What type of website do you require?

New Upgrade / Enhancement Replacement Microsite Other

Existing URL (s):

10. Is the future website a solution to an existing or future problem?

No Yes

11. Are there other projects or strategies in place that tie in with this website?

No Yes

12. What measures determine the website's success?

13. Other comments about website goals.

Target Audience / Industry / Demographic

14. What geographical areas are you targeting?

Local Regional National International

15. Languages:

English
 Spanish
 French
 Dutch
 Other

16. Age Group:

10 - 17
 18 - 35
 36 - 55
 56 +

17. Gender:

Male
 Female

18. Education Level:

None
 Primary School
 Secondary School
 Graduate
 Post Graduate

Design

19. Do you require a custom design or can we choose from a large existing pool of designs?

Totally custom Use pool with modifications Use current design Modify current design

20. Do you require a mobile device optimised website design?

No Yes Unsure

21. What personality or look do you want your website to have?

- | | | |
|---|---|--|
| <input type="checkbox"/> Size / Strength / Security / Safety | <input type="checkbox"/> Speed / Efficiency / Flexibility | <input type="checkbox"/> Value / Cost Efficiency |
| <input type="checkbox"/> Health / Cleanliness / Comfort / Enjoy | <input type="checkbox"/> Beauty / Elegance | <input type="checkbox"/> Ease of Use / Fun / Playful |
| <input type="checkbox"/> Profitability / Stability | <input type="checkbox"/> Hip / Trendy | <input type="checkbox"/> Reputation / Honesty |

Other

22. List websites that have similar properties to those you want in your website.

- | | |
|-------------------------|-------------------------|
| 1. <input type="text"/> | 2. <input type="text"/> |
| 3. <input type="text"/> | 4. <input type="text"/> |

23. What are your strengths and weaknesses?

Strengths

Weaknesses

Content Development

24. Will you provide all content?

- No Yes Notes

25. If no, would you prefer we reuse content from other sources, or create new content?

- Create new content Reuse content Sources

26. How often will the website need updating?

- Daily Weekly Monthly Quarterly Annually Unsure

27. What existing images / photographs / artworks are available?

- None Some, but not enough We have everything needed Help us get images

28. What content do you want your website to include?

- | | |
|--|---|
| <input type="checkbox"/> List of Products/Services | <input type="checkbox"/> Booking / Reservation Facility |
| <input type="checkbox"/> Catalogue with Details | <input type="checkbox"/> Password Protected Pages |
| <input type="checkbox"/> Ordering Facility | <input type="checkbox"/> Client List |
| <input type="checkbox"/> Online Payment Facility | <input type="checkbox"/> Visitor Comments |
| <input type="checkbox"/> Mailing List Facility | <input type="checkbox"/> Testimonials |
| <input type="checkbox"/> Articles / Blog | <input type="checkbox"/> News |
| <input type="checkbox"/> Organization / Personal Information | <input type="checkbox"/> RSS Feeds |
| <input type="checkbox"/> Contact Details | <input type="checkbox"/> Events Calendar |
| <input type="checkbox"/> Case Studies | <input type="checkbox"/> Photo Gallery |
| <input type="checkbox"/> Project Portfolio | <input type="checkbox"/> Audio / Video |
| <input type="checkbox"/> Print This Page | <input type="checkbox"/> Search |
| <input type="checkbox"/> Social Network Links | <input type="checkbox"/> Downloadable Content |
| <input type="checkbox"/> Social Network Sharing | <input type="checkbox"/> Forum / Message Board |
| <input type="checkbox"/> Subscription Services | <input type="checkbox"/> Job Vacancies List |

Other

29. Do you want your website to reiterate your existing website/materials?

- No
 Yes
 Unsure
 Notes

30. Do you need copy-writing services?

- No
 Yes
 Unsure
 Notes

31. Do you need downloadable or other print materials created?

- No
 Yes
 Unsure
 Notes

32. Do you need product/staff photography?

- No
 Yes
 Unsure
 Notes

33. Do you have a scalable, professionally designed logo?

- No
 Yes
 I need one created

34. Will you need additional graphic design (banners, brochures, letter heads, business cards, etc)?

No Yes Unsure Notes

Functionality & Technology

35. Do you need the website to run on any specific server software?

No Yes Notes

36. Do you want to update certain or all pages of your website yourself?

No Yes Notes

37. Do you know html or css?

No Yes Notes

38. Do you ever intend to sell products through the website?

No Yes Notes

Search Engine Optimization

39. What type of Search Engine Optimization integration would you like integrated into your website?

<input type="checkbox"/> Social Marketing (FaceBook, Twitter)	<input type="checkbox"/> Submittal to Google, Yahoo, Bing	<input type="checkbox"/> Search Engine Analytics
<input type="checkbox"/> Pay per Click Management	<input type="checkbox"/> Link Building	<input type="checkbox"/> Keyword Analysis
<input type="checkbox"/> Sitemap	<input type="checkbox"/> Competition Analysis	<input type="checkbox"/> Paid Marketing
<input type="checkbox"/> Advise Me	Other <input type="text"/>	

Marketing & Branding

40. Do you have a brand already established?

No Yes Notes

41. Do you have a color scheme?

No Yes Colours

42. Do you have any printed marketing or promotional materials?

No Yes I need them created

43. Do you have a slogan?

No Yes

Hosting

44. Do you require website hosting?

No Yes

45. Do you require domain name registration?

No Yes

46. Do you require a .bb domain name?

No Yes Advise Me

47. What domain name do you want to register? [Start with the highest priority because it might not be available]

1. <input type="text"/>	2. <input type="text"/>
3. <input type="text"/>	4. <input type="text"/>
5. <input type="text"/>	6. <input type="text"/>

Maintenance & Management

48. Do you require any additional services?

<input type="checkbox"/> Content Maintenance	<input type="checkbox"/> Technical Management	<input type="checkbox"/> Social Media Management
<input type="checkbox"/> Content Management	<input type="checkbox"/> Social Media Maintenance	<input type="checkbox"/> Search Engine Management
<input type="checkbox"/> Security Maintenance	<input type="checkbox"/> Recurring Website Development	

Other

Budget

49. Is there a project deadline?

No Yes

50. Have you established a budget for the website?

No Yes

Other

51. If we missed anything about your website, please describe it.

Boyce Suite Company Ltd. Usage ONLY

Date:

Management: