



Website Development Questionnaire

Please fill out this form completely to allow us to be as accurate as possible when quoting the web development process.

Name & Title: _____

Company/Organization: _____

Address: _____

City, State, ZIP: _____

Phone Number: _____

Email: _____

Do you have an existing website domain? No Yes _____

If yes URL (web address)

Do you have an existing website No Yes

What are the most important concepts you'd like your website to portray?

Check all that apply

- | | | |
|--|--|---|
| <input type="checkbox"/> Size | <input type="checkbox"/> Security/Safety | <input type="checkbox"/> Comfort/Relaxation |
| <input type="checkbox"/> Stability | <input type="checkbox"/> Value/Cost Saving | <input type="checkbox"/> Elegance |
| <input type="checkbox"/> Professionalism | <input type="checkbox"/> Fun/Playful | <input type="checkbox"/> Beauty |
| <input type="checkbox"/> Ease of Use | <input type="checkbox"/> Trendy | <input type="checkbox"/> Seasonal |
| <input type="checkbox"/> Reputation | <input type="checkbox"/> Style | <input type="checkbox"/> Other _____ |

What region(s) are you targeting?

What best describes your business?

- | | |
|---|--|
| <input type="checkbox"/> Local/City/Metropolitan Area | <input type="checkbox"/> B2B (Business-to-business) |
| <input type="checkbox"/> State | <input type="checkbox"/> B2C (Business-to-Consumer) |
| <input type="checkbox"/> Multi-State | <input type="checkbox"/> NFP (Not for Profit) |
| <input type="checkbox"/> National | <input type="checkbox"/> Religious |
| <input type="checkbox"/> International/Multinational | <input type="checkbox"/> Government <input type="checkbox"/> Other |

What Information would you like to be found on your site?

Check all that apply

- | | | |
|---|--|---|
| <input type="checkbox"/> Event/Promotion | <input type="checkbox"/> Product Information | <input type="checkbox"/> Knowledge/Learning |
| <input type="checkbox"/> Corporate Profile | <input type="checkbox"/> Services Available | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Employee Biographies | <input type="checkbox"/> Contact Information | _____ |
| <input type="checkbox"/> Company History | <input type="checkbox"/> Partners/Vendors | _____ |
| <input type="checkbox"/> Success Stories | <input type="checkbox"/> Interactivity/Blog | _____ |



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(cont.)

Please provide us with web addresses of competitors

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Web addresses of some sites you like and describe what you like
(Design/layout, ease of use, color-scheme, functionality, etc.)

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

Web addresses of some sites you do *NOT* like and describe why

- 1. _____
- 2. _____

Branding

Y N

- Do you have a brand established?
- Do you have a professionally designed, scalable logo?
- Do you have any printed marketing/promotional materials?
- Do you have a slogan/tag line? If yes, what is it?

Additional Questions

Y N

- Do you currently have a hosting plan for your site?
- Will you need copy writing for your site?
- Will you need SEO (Search Engine Optimization) Services?
- Will you need sponsored/paid advertising?
- Will you need site analytics (traffic reporting)?
- Will you need print collateral to promote your website?
- Will you need on-site photography for your website?

**If you require additional services or need to further explain your needs, please attach. Fax this document along with your cover sheet and any attachments to 1-620-231-0990*

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