

Website Design & Development Questionnaire

Please provide as much information about the goals and requirements for your new website, along with your contact information, project budget and required completion date.

Your Details

Your Name:	<input type="text"/>	Telephone Number:	<input type="text"/>
Company Name:	<input type="text"/>	Email Address:	<input type="text"/>
City:	<input type="text"/>	Website Address:	<input type="text"/>
Brief Description of Business (include target market, unique benefits etc.)	<input type="text"/>		

Proposed start date of project: _____ Proposed launch date of website: _____

What web design services do you need?

- | | |
|-----------------------------------------------------------------|---------------------------------------------------------------------------|
| <input type="checkbox"/> Static Website Design/Redesign | <input type="checkbox"/> Photography / Videography |
| <input type="checkbox"/> Mobile Optimization of Current Website | <input type="checkbox"/> Website Maintenance Updates (see packages below) |
| <input type="checkbox"/> WordPress Theme Customization | <input type="checkbox"/> Domain Name Registration |
| <input type="checkbox"/> Content Writing / Editorial Services | <input type="checkbox"/> Domain Forwarding / DNS Changes |
| <input type="checkbox"/> Search Engine Optimization | <input type="checkbox"/> Web Hosting Account & Email Setup |

Approx. # of Main Sections (Main Menu Links):

Approx. # of Pages: A site map (list of sections/pages showing heirarchy) will be required

Your budget

Approx. budget for your web design: \$ _____ Annual budget for updates: \$ _____

Updates/Maintenance

If you require website content updates and/or maintenance, please indicate which package* you require:

- | | |
|----------------------------------------------------------------------------|------------------------------------------------------------------------|
| <input type="checkbox"/> Basic Package (4 updates per year, paid annually) | <input type="checkbox"/> Quarterly Package (2 hrs/mth, paid quarterly) |
| <input type="checkbox"/> Monthly Package (1 hr/mth, paid semi-annually) | <input type="checkbox"/> Pay As You Go Updates (hourly rate) |

*Rates for update packages are based on pay-in-advance. Unused hours/minutes may be carried over from one month to the next, up to a maximum of 3 months. We also offer custom packages. Please enquire.

Additional questions on page 2-4 of this questionnaire may help you determine your website design & development requirements and will help us provide you with an as accurate as possible estimate of costs to achieve your goals.

Additional Information

Goals, Objectives & Target Market

What are your website goals and objectives?

Below are just some of the possible goals and objectives for your website. Please check all that apply and use the box below to add any other goals not included in the list.

- Brand Awareness
- Market Detailed Product Information
- Sell Products, Services or Information Online
- Share News, Information and Resources
- Display Photos / Videos / Audio
- Host 3rd-Party or Affiliate Listings / Advertisements

Other Goals (please specify)

What are you offering?

- Product(s)
- Service(s)
- Software
- Workshops, Courses or Classes
- Information / Resources
- eBook(s) or article(s)
- Online Tool(s) or Application(s)

Other Offering (please specify)

Who is your target market

What are the demographics and characteristics of your target market (your audience)? Who needs or wants your information, products or services?

- Consumer (general population)
- Business-to-Business
- Male Female Both
- Seniors 40-65 20-40 Teens

Where is your market located? (check all that apply)

- Local
- Regional
- Entire Province
- Entire Country
- International

What action do you want your audience to take?

- Contact You
- Purchase Products Online
- Register for Workshops / Courses / Classes Online
- Book Appointments / Consultations
- Sign-up for Newsletter / Magazine / Membership
- Purchase / Download Software
- Purchase / Download eBook / Article
- Use Online Tool
- Comment on Articles / Posts

Style and Look of Your Website

What style of website do you like? (Please provide links to sample websites and indicate why you like each one)

Website address:

What do you like about these websites? (please use separate sheet for more info)

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What look do you prefer? What type of ambience or “personality” would you like your website to project? (Corporate/Business-like, Traditional, Contemporary, Classy, Casual, Funky, Ethnic, etc.)

What mood or emotion do you want to communicate? (Happiness, Energy, Calm, Warmth, Playfulness, Urgency, etc.)

What type of ideas should the graphic elements on site convey? (Professionalism, Collaboration, Organization, Simplicity, Concern, Friendliness etc.)

What are your colour preferences? If you have corporate colours please specify pantone PMS colours or Web Hex #s required.

Primary colour: _____

Light Background / Dark Text

Secondary colour: _____

Dark Background / Light Text

Other colours: _____

Do have any existing graphic or promotional materials? e.g. logo, banners, brochure, business card Yes No

If, yes, please list below all that are available in digital format for use in your website design

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List any additional graphics or promotional material you need creating.

Your Content

Please provide an outline of the content on your website

Search Engine Optimization

Page descriptions and key words are placed in the head of each page to aid search engine optimization.

Do you need us to analyze your content and identify keywords for each page? Yes No

Do you need us to analyze your content and write your page descriptions? Yes No

Additional Features & Functions

What other features do you need?

- | | | |
|------------------------------------------------------------------------------------------------------------------------|----------------------|----------------------------------------------------------------------|
| <input type="checkbox"/> Slideshow Banner with text (# of banners) | <input type="text"/> | <input type="checkbox"/> Google Map |
| <input type="checkbox"/> Photo Galleries (# of galleries) | <input type="text"/> | <input type="checkbox"/> Business Directory |
| <input type="checkbox"/> Contact Us Form with spam Captcha | | <input type="checkbox"/> Discussion Forum |
| <input type="checkbox"/> Tabled Content (e.g. price list with no photos) | | <input type="checkbox"/> Comments |
| <input type="checkbox"/> Photos with captions (# of photos) | <input type="text"/> | <input type="checkbox"/> Blog |
| <input type="checkbox"/> Online Store (# of products) | <input type="text"/> | <input type="checkbox"/> Poll |
| <input type="checkbox"/> Event/Workshop Calendar | | <input type="checkbox"/> Password protection sections |
| <input type="checkbox"/> Booking/Appointment Scheduler | | <input type="checkbox"/> Videos |
| <input type="checkbox"/> Product Brochure: <input type="checkbox"/> Interactive PDF <input type="checkbox"/> Flip Book | | <input type="checkbox"/> Other features not listed (please specify). |
