WEBclub

WEBSITE

Design & Development

QUESTIONNAIRE

PERSONAL OR BUSINESS DETAILS

Name

Name of Business
or Company

○ New Business

○ Existing Business. Trading ___ Years

Industry Type

Business Activities: (Complete Description including markets, products and services, strategies and key staff.)

Business Address

Business Phone

Mobile

Email

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How do your customers typically find out about your business?

☐ Local Paper	☐ Search Engines
☐ Yellow Pages	☐ Online Directories
☐ Print Campaign	☐ Online Advertising
☐ Resellers	☐ Email Campaign
☐ Networks	☐ Business Referrals
☐ Telemarketing	☐ TV Advertising
☐ Radio Advertising	☐ Newspaper Advertising
☐ Magazine Advertising	☐ Word of Mouth
	☐ Other

WEBSITE INFORMATION

Do you currently have a domain name/s registered?   ○ Yes   ○ No

If yes, please state domain name/s and registrar.

Do you currently have an existing website/s?   ○ Yes   ○ No

If yes, please state the website/s.

Do you require hosting services?   ○ Yes   ○ No

If no, please state your current provider and FTP details. (Optional)

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What is your estimated budget?

○ $1000 - $2000   ○ $8000 - $10,000

○ $2000 - $4000   ○ $10,000 - $15,000

○ $4000 - $6000   ○ $15,000 - $20,000

○ $6000 - $8000   ○ $20,000 +

○ Not Sure

Do you have any draft or content for your website?   ○ **Yes**   ○ **No**
If yes, please attach.

The importance of first impressions cannot be underestimated. Please indicate what kind of impression, is best suited to your website.

☐ Prestigious   ☐ Bold

☐ Friendly   ☐ Calming

☐ Corporate   ☐ Clean

☐ Trustworthy   ☐ Organic

☐ Fun   ☐ Basic

☐ Forward Thinking   ☐ Minimal

☐ Innovative   ☐ Cutting Edge

☐ Bright   ☐ Tech Savvy

☐ Other [   ]

What type of customers or targeted audience, do you expect to visit your website

☐ Existing   ☐ Age Group   [   ]

☐ New   ☐ Income Range   [   ]

☐ Male   ☐ Occupation   [   ]

☐ Female   ☐ Interests   [   ]

                    ☐ Others   [   ]

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What is the targeted demographic reach for your website?

○ Local   ○ National

○ Other   ○ International

○ All the above

Who are your main competitors?

How many pages will exist on your website? Please count the pages including the main home page, but not pages with forms or links.

○5   ○6   ○7   ○8   ○9   ○10   ○11   ○12   ○13   ○14   ○15+

What will be the main purpose of your website?

☐ Download Information   ☐ Provide Information

☐ Sell Online   ☐ Collect Information

☐ Buy Online   ☐ Personal Information

☐ Promote Business   ☐ Video/Music/Animation

☐ Direct Marketing   ☐ Entertainment

☐ Chat Online   ☐ Blog

☐ Other _____

Are there specific or required resources and information that will be required on the website.   ○ Yes   ○ No
If yes, please specify and attach for review and assessment.

Who will be responsible in maintaining the website content and managing the website development process?

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Can you provide a list of websites currently published online, that appeal to you in terms of style, layout, format, functionality, colours, typography and design.

What is your expected timeframe for completion? (in months)

○ 1   ○ 2   ○ 3   ○ 4   ○ 5   ○ 6   ○ 7+

DESIGN & DEVELOPMENT

General

○ I have an existing website.

○ I need a basic website or blog site.

○ I need a basic, off the shelf template based type website.

○ I need a complete customized website.

○ I need something specialized and original. (Please specify)

Site Layout & Design

○ I do not need any unique graphics or design for this project.

○ I have all my graphics but they need to be integrated.

○ I have a template but it just needs minor changes and customization.

○ I have a template but it just needs major changes and customization.

○ I would like a custom design created.

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Other Graphics & Design

○ I need custom graphics created.

○ I need graphic mouse over buttons.

○ I need my corporate colours integrated for this project.

○ I need unique and various colours integrated for this project.

○ I need stock photos/images integrated for this website.

○ I need our own photos/images integrated for this website.

○ Not sure.

Flash/Animation/Java

○ I need Flash/Animation/Java menu.

○ I need a short custom Flash/Animation/Java.

○ I need my website in total Flash/Animation/Java menu.

○ I need Flash/Animation/Java banner.

○ I need Flash/Animation/Java navigation.

○ I need Flash/Animation/Java other.

Content

○ I need to add content via a standard CMS package.

○ I need to add content via a customized CMS package.

○ I will supply content to be applied to the website.

○ I need a content writer to supply me with customized content.

○ Other content requirements. (Please specify)

○ Not sure.

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Website Features

☐ Member Registration   ☐ Email Auto- Responders

☐ Discussion Forums   ☐ File Uploads

☐ Auction Interface   ☐ Google Adsense Integration

☐ RSS news Feeds   ☐ Site Map

☐ Classifieds   ☐ Visually & Sound Impaired Modules

☐ Contact Form/s   ☐ Site Search

☐ Link Pages   ☐ Other

Ecommerce

☐ Simple shopping cart.

☐ Database shopping cart.

☐ Credit card processing.

☐ Paypal processing.

☐ SSL certificate and application.

☐ Other application.

Administration/CMS Features

☐ Standard blog or database.

☐ Custom blog or database.

☐ Standard off the shelf CMS (Content Management System).

☐ Custom CMS (Content Management System).

☐ Photo/Image gallery.

☐ Member Administration.

☐ Database Reports.

☐ Mailing List.

☐ Other.

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- ☐ Database Marketing.

- ☐ Database Listings/Customers.

- ☐ Website Statistics Module.

- ☐ Online Counter & Tracker.

- ☐ API Search and Google Map Integration.

- ☐ Video Content/Upload.

- ☐ Image/Data Archive and Retrieval

- ☐ Document Creation and Distribution.

- ☐ Other CMS Requirements.

SEO (Search Engine Optimization)

- ☐ Meta tag keyword optimization.
- ☐ Search engine submission.

- ☐ Minor link building.
- ☐ Major link building.

- ☐ Page titles.
- ☐ Press release.

- ☐ Google adwords if applicable.
- ☐ Google adsense if applicable.

- ☐ Key word selection and criteria. (Up to 40 Words)

- ☐ SEO content writer.

- ☐ Other (Please specify)

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GOALS & EXPECTATIONS

Please specify clearly the goals of your website/s.

1.
2.
3.
4.
5.
6.

How many visitors do you expect on a monthly basis?

○ 1-1000   ○ 6000-8000

○ 1000-2000   ○ 8000-10,000

○ 2000-4000   ○ 10,000+

○ 4000-6000

How high do you value the ranking of your website on major search engines?

○ Very High   ○ Not a Priority

○ High   ○ Not Sure

○ Average   ○ Need to Assess.

Will you or your business undertake practices to promote your website?
○ Yes   ○ No

Do you want to add any additional comments, information or instructions?

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CLIENT CHECKLIST

☐ Domain name/s and access to domain name registrar.

☐ Similar website designs preferred.

☐ Website content and accompanying resources.

☐ Logo, files and any applicable and additional images.

☐ Photos or design resources.

☐ Local IT support, if required.

☐ Local sales support, if required.

☐ Availability of time and effort to ensure communication and support, during the design and development period.

☐ Consistent feedback to ensure a seamless and effective development process.

☐ Any ideas or thoughts covering the design, development or implementation process.

☐ Information or documents from previous website projects.

☐ Offsite backups or any security requests.

☐ Nominated party in your business that will be managing or optimising the website.

☐ Third party software or apps that may need to me aligned with the website.

☐ Additional comments.

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keyword research

website optimization

links building

ranking

sitemap optimization

traffic monitoring

SEO

software development

content

web design

social network

feedback

strategy

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