



Questionnaire for Web site development

Good planning is the key to a successful Web site. If created and promoted properly, a Web site can be a useful tool to sell your products and services.

It can be simple or elaborate, but if you want it to be successful, then you should make it easy for your customers to navigate through it and find what they're looking for. It should also contain great content and be branded with your business' message. This planner is designed to help you get started.

These questions are the same questions WWD will most likely ask during your first meeting. However, many clients find it valuable to go through them beforehand, think about things and jot down some notes.

The following information we'll need when it's time to post the site, so if you'd like, you can provide it to us when we get closer to that time.

Name of the hosting company for your site

Contact person at the hosting company

Phone

E-mail

FTP address

User name

Password

Any special instructions?

Basic information:

Company name

Contact name for this project

E-mail

Phone

Fax

Information to help us design your site:

Is this a new design or a redesign?

What is your timeframe?

What is the purpose of this Web site?

What are you selling/promoting?

What is/are unique about your products or services? (List all that apply)

more →



Questionnaire for Web site development - page 2



Who is your target audience? (Age, interest, income range, occupation, etc. Be as detailed as possible).

Who are your competitors?

Why do people want/need your products or services?

What is your message?

What is your call to action?

What action do you want people to take when they visit your site? (Download a file, learn something, buy something, etc.).

How will you encourage them to take that action?

What pages or sections do you want on your site? (Note: This is just to get us started. We may suggest changes/reorganizations when we're actually into the project).

Are there any specific colors, logos, photos, phone numbers, legal copy, etc. that need to be on the Web site? Does this information need to be on specific pages? You can include this information in the copy you provide.

What special features do you want on the Web site (shopping cart, forms, etc.)

How will photography, copy and other content be provided to us? (disk, email, etc.)

Do you need a copywriter, photographer, database programmer, other?

more →



Questionnaire for Web site development - page 3

Will the site need to be updated on a regular basis? If so, how often would it be updated?

What would need to be updated?

Information to help people find your site

Just because you build it doesn't mean they'll come (no matter what the movie says). You need to have a plan in place to advertise your site and give people a reason to come back.

This information helps make your site more visible when people are looking for your specific products or services. However, they are really just the first step toward making you a visible presence on the Web.

How are planning to promote your site?

Write down one or two sentences describing your product or service. (This is the info that shows up on a Google search. If you are using a copywriter, ask if this is included with your Web site copy.)

Write down your key words - no more than 40. (These are the words people are most likely to use in a search engine to find you. If you're using a copywriter, ask if this is included with your Web site copy.)

Start thinking about your page titles. Page titles are what appears when someone bookmarks your page. When we've finalized how many pages and what the content will be on each page, then we can work on page titles. Again, if you're using a copywriter, ask if this is included.

Karin Wilson owns Wild Woman Design, LLC, a graphic design firm. She can be reached via her Web site, www.wildwomandesign.com, where you can also sign up for her monthly "Graphically Speaking" column - full of tips to help make your graphic design a success. Copyright 2004 Wild Woman Design.

