



Please take a few minutes to fill out the questionnaire below. This will help define the project scope, nail down the initial design and speed up the website process. Some questions may not be applicable for your project. Others may require further discussion. Thank you!

General Contact Information

Name: _____

Company Name: _____

Email Address: _____

Phone Number: _____

Best time to reach you: _____

Domain/URL / Hosting:

1. What is your current URL/Domain: _____

2. If you do not have one, do you have any keywords that describe your industry?

3. Have you set up hosting for your site? ____ yes ____ no

4. Do you plan to maintain and update your site in-house? ____ yes ____ no

5. Would you like us to provide you with a price for ongoing website maintenance? ____ yes ____ no

Website Strategy:

What is the mission or purpose of your business or organization?

What is the primary message that you want to communicate to your site visitors?

Do you want an online brochure that showcases your company/projects, a lead generation tool or both?

Look & Feel:

What IMAGE do you want to project? (i.e. traditional, professional, formal, cutting edge, fun/friendly, contemporary, casual, corporate, conservative, minimalist, serious, environmental, etc..)

Do you have existing graphics, logos or photos that should be integrated into the website design? If so, please name what you have...

Target Audience/ Industry / Demographic:

Who is your target audience? (age, gender, interests, geographic location):

What primary industry do you serve? (tourism, BtoB, etc...)

Who is your competition? (provide URLs, if possible):

Content Development:

Have you developed a content strategy or site outline? ___Yes ___No

Do you need help in developing, writing and/or editing the content for your website? ___Yes ___No

Have you created a search engine keyword strategy yet? ___Yes ___No

Search Engine Optimization & Internet Marketing:

Are you interested in achieving higher ranking in search engines (i.e. Google, Yahoo, etc..)? ___Yes ___No

Have you had your site optimized previously? ___Yes ___No

Have you ever submitted your site to search engines? ___Yes ___No

How important is SEO to your overall goals (scale of 1 being not important to 10 being your #1 priority):

Do you currently have a Facebook, Twitter, Linked-In or YouTube Channel? If yes, then please provide URLs of each:

If not, would like us to provide cost estimates on developing these for you? ___Yes ___No

Functionality:

What special functions will you need for your website? (Contact/feedback forms, shopping cart, customer login, multimedia, video, etc...)?

Traffic Analysis & Reporting:

Do you currently track and analyze your site's traffic? ___Yes ___No

If yes, which analytics program do you use? _____

If no, would you like us to provide cost estimates on a monthly web report which would analyze visitor traffic, behavior, SEO results and trends? ___Yes ___No

Other Websites:

Please list a few websites that appeal to the same target audience or communicate an image or style that is similar to what you want:

Let us know what specifically you like about each of the websites above:

Thank you. We will be in contact with you to either develop a website estimate or further define your marketing goals of your current project.

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