WEBSITE DESIGN PROFILE / CONTENT QUESTIONNAIRE

GENERAL

1. Do you have a domain name? If not, do you have ideas on one? If so, what is it?
2. What is your company name? Do you want to use the entire name on the site, logo, and graphics?
3. Do you have special features in mind like Ecommerce shopping cart, BLOG, RSS, Forms with emails, Newsletter sign up, auto responders, advertising landing/call-to-action pages, etc.?

MARKETING

4. Who is your intended audience?
5. Do you intend to provide a call to action - make a sale, call in to your office, fill out a form, etc?
6. Describe your ideal client and the specific attributes that we'll be targeting in the website.
7. What are your website expectations, main emphasis and primary goals - increased referrals, increased leads, etc.? Please prioritize.
8. What separates your company from your competition and what do you expect will draw clients to the website?
9. What company properties do you want to emphasize on the website? Please prioritize.

IDENTITY

10. Do you already have a logo and other graphics to be used? If not, do you want to have one created?
11. Have you identified a tag line or phrase that you would like to incorporate? (i.e. "Just do it")
12. What keywords do you want to be found by in the search engines?

LAYOUT

13. Please provide a list of websites that you like and don't like. Why do you or do you not like these sites?
14. Please provide a list of competitor's websites that you have an interest in.
15. Do you have ideas of the colors to be used, and colors you don't like? Please provide example websites.
16. Do you have a horizontal or left-side vertical preference for the main navigation?
17. Please provide the main pages you need in the website.
18. Have you created the copy text for any of your pages?
19. Do you have existing business cards or other printed material we need to match?
20. Are you leaning towards custom drawn artwork or photographs?