

Web site design questionnaire

This questionnaire will help you to structure your web design brief and also get you thinking about setting up and running a business web site.

Contact Name

Business Name

Address

Phone

Email

A brief description of what your business does:

Do you provide:

- Products
- Services
- Both products & services

Do you require search engine registration and website marketing?

- Yes
- No

If so, list five key words that you think your potential visitors will use in a search engine like Google or Yahoo while searching for a site like yours.

Describe the target market for your web site:

- Consumers
- Businesses
- Both Consumers & businesses

Describe your target market in as much detail as possible:

Are they already using the Internet to find suppliers?

- Yes
- No
- Don't know

Do you have products that you could sell online?

- Yes
- No

How do you (or will you) promote your business?

- Networking
- Referrals
- Printed directory listings e.g. Yellow Pages or trade directories
- Magazine/newspaper advertising
- Direct mail
- Telesales
- Email
- Search engine and directory listings
- Search engine advertising e.g. Google Adwords or Overture
- Advertising/referrals from other web sites
- Your own web site
- Anything else?

Do you already have a business web site?

- Yes – please write in the address:
- No

Do you have a graphic identity for your business? E.g. logo, stationery, brochures, etc.

- Yes, already set up.
- Not now, but will have in the future
- No plans

The key to a successful web site is in the content. What content do you want in your site?

List of products or services

- Product or service catalogue including details for each item
- Ordering facility
- Payment facility
- Booking facility
- Calendar or diary
- Information about the business – it's history and structure
- Client list
- Testimonials, Case studies
- Project portfolio
- Helpful hints or trade secrets
- Articles
- User guides
- Contact details
- Enquiry form
- Mailing list subscription form
- How to find us instructions and/or map
- News
- Newsletter
- Press releases
- What's new on the web site
- Links to other relevant web sites
- A directory of businesses
- Search facility
- Downloadable white papers or forms
- Ebooks
- Message board or discussion forum
- Chat room
- Blog
- Music or video

- Games
- Password protected pages for clients/members only
- Job vacancies
- Job application forms
- Third party advertising
- Anything else?

Will your be providing the content (text) of your website?

- Yes
- No

Are there similar web sites or elements of web sites you like?

Please provide WWW addresses...

How frequently will you want to update it?

- Daily
- Weekly
- Monthly
- Quarterly
- Less frequently

How confident are you (or your staff) about working with computers and the Internet?

- Not very
- Medium, e.g. email only
- Fairly confident, e.g. you would be happy to maintain a web site if you had a straightforward facility for doing so.
- Very confident, e.g. you would be happy to build and maintain your own web site if you have the time.

Do you have the following resources:

Copy writing?

- Yes – you or someone in your company has the time and skills
- No

Photography?

- Yes – you or someone in your company has the time and skills
- No

Graphic design?

- Yes – you or someone in your company has the time and skills
- No

Illustration?

- Yes – you or someone in your company has the time and skills
- No

Database development?

- Yes – you or someone in your company has the time and skills
- No

Do you require webhosting? If not, Please include company name.

- Yes
- No

Do you have a deadline for getting the site online?

- Yes, date:
- No, preferred time scale: