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Website Development Questionnaire

(this form is also available in electronic format)

Thank you for considering Web Yodel, LLC for your website project. We would like to get some information up-front about your organization and your intentions for your website. Your information will assist us developing the best and most cost-effective web solution for your specific needs. Please take the time to have everyone involved in this website project review and/or answer the questions as accurately as possible.

Thank you,
Mia Mestdagh, Web Yodel, LLC

General Information:

Name:

Company/Organization Name:

Address:

E-mail Address:

Current URL/domain name (if you have one):

Desired domain name(s) (if you don't have one):

Estimated number of web pages and name of each page:

Target launch date:





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Target Audience – Marketing Message

1. Who is your target audience. Describe in detail.

2. What is the primary message you wish to convey to your web audience? What benefits can you offer them?

3. What are your goals for your website?

4. How does your organization differentiate itself from your competition?

5. Why should users revisit your website?

6. Please rank in order of importance for your website, with 10 being the most important. Use zero (0) for those that aren't important to your at all:
 - _____ To make available product/service information to clients
 - _____ To encourage new customers to contact us by phone or e-mail
 - _____ To sell products or services
 - _____ To gain a favorable impression of my company or organization
 - _____ To inform clients about events, news, shows, classes, etc.
 - _____ To develop a qualified list of prospects.
 - _____ To develop a qualified list of prospects
 - _____ To improve overall customer service
 - _____ To test for potential new market niche
 - _____ To improve inner-company communication





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_____ To use Internet technology to lower present overhead

Perception

1. Use three (3) adjectives to describe how the website should be perceived by users (e.g. Conservative, progressive, friendly, format, hip, casual, serious, conservative, humorous, fun, professional, etc.):
2. How is your company/organization currently perceived? Do you wish to carry on the same message throughout your website?
3. List URLs of websites your find compelling. What do you find most interesting about these sites?
4. Who are your competitors? List the URLs of competitor websites and briefly state what you like and dislike about their sites.

Action

1. What is the primary action your wish your target users to take from the main page(s) of your website? (examples: download, browse, move along specified path, e-mail, order, explore, click button, call, etc.):
2. What action elements are key items you wish to have available to users on every page? (examples: toll free number, by now, download, address, etc.):

Content

1. Will this site use existing content? If not, will you be creating content in-house or use an outside provider? Who is responsible for content approval?





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2. What elements do you see as "globals" or appearing on every page within the website?
 (examples: logo, copyright statement, link to privacy policy, etc.):

3. Please check all that apply:

- I can provide my own logo
- I can provide all written copy for my web pages
- I can provide "web ready" graphics, photos, and artwork
- I'll need some help with graphics, photos, and artwork
- I'll need some help writing copy
- I'll need all new graphics, text, and artwork

Technology/ Access

1. Do you already have a hosting company?
2. How many website visitors/hits per hour/week/month do you expect?
3. Are there any specific adaptive technologies you would like to utilize (i.e., PDAs, sound,etc). Please describe in detail?
4. Do you already have a database in place? Do you have a need for a database? Please describe in detail, including specific information about programs and software.
5. Please rank in order of importance the ones you are most interested in having present of you website. 10 being the most important. Mark those you are not interested in with a zero (0).

- | | |
|--|---|
| <input type="checkbox"/> Requests for information | <input type="checkbox"/> Video clips, movies, sound |
| <input type="checkbox"/> Newsletter sign-up form | <input type="checkbox"/> Simple animation, sideshow |
| <input type="checkbox"/> Members only sections | <input type="checkbox"/> Complex animation (flash) |
| <input type="checkbox"/> On-line ordering, shopping cart | <input type="checkbox"/> Surveys of customer preferences |
| <input type="checkbox"/> Secure credit card transactions | <input type="checkbox"/> Database |
| <input type="checkbox"/> Discussion board | <input type="checkbox"/> Guest book for visitors to record comments |





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6. Will you have a need for any secured transactions (i.e. Accepting credit cards, collecting personal information, etc.)? Please describe in detail.

7. Is it important to you that your website ranks high on main search engines?

8. What are the main keywords and key phrases users might search for?

Website Maintenance

1. Do you intend on keeping your website updated? If so, how often?

2. What content will be regularly updated?

3. Who is responsible for updating the website? Will you need assistance maintaining your website?

4. Do you need training on how to update your website?

Thanks for your time!

Please e-mail this questionnaire to margit@webyodel.com
or mail it to Web Yodel, LLC, 69 Wild Horse Circle, Boulder, CO 80304

