

Congdon Web Client Questionnaire

Company Name:

Contact Name:

Company Address:

Contact Phone:

Contact Fax:

Contact Email:

Project Leader Name:

Project Leader Phone:

Project Leader Fax:

Project Leader Email:

I. General Information

1. What is your current (or intended) URL(s)?
2. List of other domains owned?
3. Is this a new website for a redesign of an existing website?
4. List of primary contacts from you organization with approval authority.
5. What is your target launch date for each site?
6. Please describe you company and your industry.
7. Who are some of your competitors and what are their website addresses?

How do you differentiate yourself from your competitors?

8. What is your budget for this project?

II. Project Objective

1. What is the primary objective of the new website(s)?
2. What do you want it to do for your business? (online brochure, collect information and/or sell product)
3. What will be your measure of success?

III. Design

1. Use a few adjectives to describe how the user should perceive the new site. (e.g. elegant, corporate, contemporary, family orientated)
2. List 3-5 URL's of other websites you find compelling. Be prepared to discuss what you like and don't like. These can be competitors, but can also be totally unrelated businesses. You may want to pick one or two for each of the following categories: Layout, Look and Feel, Functionality, and Content

IV. Content

1. Do you have any existing content from a previous website or other marketing material?

If so, what type of material do you have and will it be used for the new website?

2. Do you have any existing photos that you would like to use on the website(s)?
3. Do you have any existing photos that you would like to use on the website (s)? If not, do you need us to take any photos?

4. Do you plan to have us do virtual tours for website?

Are there any other types of rich media you would like to see such as Flash?

5. What type of content do you plan for your home page? We suggest limited, yet high impact content
6. We will need the logo in a PC file format. If you do not have this the following are good sources that may have it on file: the creator, printer, advertising agency.

If you do not currently have a logo, do you want a logo developed?
7. Who in your organization is responsible for getting use the information we need? Please list all participants and their area of responsibility.

V. Marketing

1. How do you plan to market the website(s) once they are complete?
2. What is your target market?

What age groups do you target?
3. Do you have interest in search engine optimization?
4. Do you have an interest in search engine marketing?
5. Do you intend to have regular updates made to the site?

- VI. Please list any other information you believe might be useful in order for us to create the best possible solution.