

## WEBSITE QUESTIONNAIRE

### Tell us a bit about you:

Name:

Email:

Phone:

Company / Organization:

Your Title / Position:

Current Website URL:

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### What Are Your Primary Goals For This Website?

#### I want this site because:

- I need to build awareness for my brand
  - I need to offer a contact point to my clients
  - I need my company to have a better image online
  - I need to sell my product/service through my site
  - I need to use it to build customer loyalty
  - I need to reach people in many languages
  - I need somewhere to promote my latest product/service
  - I have my own reasons: \_\_\_\_\_
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#### My site will be built to target:

- Business customers
  - Consumers
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#### I'd like to target clients who are:

- |              |                          |                 |                          |
|--------------|--------------------------|-----------------|--------------------------|
| Kids & teens | <input type="checkbox"/> | In their 40s    | <input type="checkbox"/> |
| In their 20s | <input type="checkbox"/> | In their 50s    | <input type="checkbox"/> |
| In their 30s | <input type="checkbox"/> | Senior citizens | <input type="checkbox"/> |
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#### My clients come to me because:

- I offer excellent service
  - I have the best products on the market
  - I have the best prices on the market
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#### Do you want to expand your target audience in a certain direction?

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#### More specific features of your customers

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## Some words about your services

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Someone's searching the web for your business. What words or phrases will they search for in Google?

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What is it that makes your services unique on the market?

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Do you have any proof that your solutions are better than your competitors?

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### Our new website would need to include:

- A basic HTML site
  - An HTML5/ CSS3 website
  - Responsive design for use on tablets & mobiles
  - A WordPress-based CMS
  - Online Magazine
  - Online forum/ blog
  - Newsletter system
  - Social network integration
  - Intranet system
  - Separate, dedicated landing pages
  - A redesign of a current website
  - Additional requirements \_\_\_\_\_
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### We want the following special features to be included in our new website:

- Registration form
- Video streaming
- MySQL Database
- Search panel
- Multicolumn layout
- Newsletter/ Email sign up forms
- Information/ request forms
- Uploads/ downloads
- Customer login
- Registration
- An online store/shopping cart
- Online payment gateway
- Blog module
- Image gallery
- Image slider



## 1. A basic overview of what I need to get started on a project.

### Here's what I need:

- your logo (pdf, eps or high res jpeg if possible)
- hosting login (hosting account and/or cpanel login)
- current website login (if currently a wordpress site)
- images or any new pictures you'd like to use for the new site
- brand style guide, colors or any special graphics being used

### Dropbox

Dropbox is a great online image/file sharing platform. This isn't necessary for every project, but if you have more than 15-20 images for your website **or if they're too big to send through email, we can use dropbox.** We can also use this to share important logins and credentials instead of sending through email. I will set up a folder for the project and will share the folder with you via email. You can upload all images and files there.

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### The development process

#### The design process

Designing a website, no matter how big or small, is an extensive process that can be overwhelming. I've outlined my process into 3 steps:

#### Step 1 – layout and design

A large and time consuming part of website design is in the layout, structure and design of the site. I'll create the framework of the website and will send the homepage and a sub-page (or more upon request) for approval.

#### Step 2 – development

Once the site layout and design is approved, I'll move forward with the designing of all pages, functionality and responsive code, making sure your site looks great and functions nicely across all devices and web browsers.

#### Step 3 – revisions and edits

Once the site is ready for final review, you'll be able to review each page and we can make detailed edits until the site is revised completely.

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### Preparing for launch

Once the site is ready to go live, all unnecessary plugins, pages, images and backend files will be removed. The new site will be backed up and saved locally, should it ever need restored. Once live, please allow 24-48 hours for propagation to occur. Some computers will need to be refreshed in order to see the new site, though most computers will see the new site immediately depending on the wifi connection.

Your website logins and all credentials will be sent to you via email ensuring the security of your passwords. Though your logins and passwords will be saved locally, please save all logins for your records as well.

That's It! Many thanks for taking the time to complete this form. Please save this document with the filename your-name.doc or your-company.doc and email it to [reach24seven@gmail.com](mailto:reach24seven@gmail.com). If you have any additional assets or specification documents that will help us out, please include those too – and we'll get back to you as soon as we can.