



## Web Site Questionnaire

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### **CONTACT INFORMATION**

Your Name:

Company / Organization Name:

Address:

Phone:

Email:

### **CURRENT WEB SITE**

What is your current web site address?

Where do you host your current web site?

What content on your current web site will be used on your new web site?

### **TECHNICAL DETAILS**

Do you need a domain name registered and/or a web hosting account for your new web site?

If you already have a domain name registered, what is it and who is it registered with?

If you already have a web hosting account, who is it with?

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Do you need any email addresses created with your domain name? If so, approximately how many?

## **VISUAL DETAILS**

Do you have a logo? If not, do you need one created?

Do you have a tagline or slogan for your company/organization?

Do you have branded materials such as business cards, brochures, etc. that you want to visually tie in to your new web site?

List any particular fonts used in your logo or other marketing materials.

Do you have a preferred color scheme for your new web site?

Do you have photos for your new web site that are in electronic format?

Should purchasing stock photography be factored into the project budget?

## **PAGES & CONTENT**

What content and features would you like to appear on your home page?

Approximately how many pages or sections will your new web site have, and what will they be called?

What features would you like to see on your new web site? (i.e. forms, calendar, video, slideshows, blog, photo galleries, etc.)

Who will be responsible with writing the text for your new web site? Do you need any assistance with this?

## **E-COMMERCE DETAILS**

If you plan on selling products on your web site, how many products would you start off with?

How many products do you foresee yourself selling in the future?

How do you plan to accept payments on your web site? (PayPal or another merchant account and credit card processor)

## **MARKETING DETAILS**

Are you interested in optimizing your web site to help improve your web site's listing on search engines such as Google?

Are you interested in email marketing?

If yes, do you already have a list of email addresses for your mailing list?

Do you have any social media accounts such as Facebook, Instagram, Twitter or a blog?

Do you have any plans for marketing your new web site?

List words or phrases that describe your company/organization. Pick keywords or phrases people might enter when searching for a web site such as yours on a search engine.

## **OVERALL GOALS**

What are the overall goals of your new web site? What do you want it to accomplish for you?

## **WEB SITE MAINTENANCE**

Who would you like to maintain your web site after it is created? Would you like to make updates yourself, or would you rather your web developer take care of making the updates?

If you would like to make the updates yourself, what pages or content would you like to be able to maintain?

## **COMPETITORS & FAVORITE SITES**

Who are your competitors? (Please list their web sites if possible.)

What distinguishes your company/organization from your competitors?

It is very helpful to get a visual idea for your preferences for your new web site. Are there any particular web sites that you like? (Please list the web sites and reasons why you like each one.)

## **PROJECT TIMEFRAME**

What is your goal/deadline for completing the building of your new web site?

## **ADDITIONAL THOUGHTS**

Please feel free to share any additional thoughts or ideas you have about your new web site.