Web Design/Development Questionnaire

**Please fill out this form (in the gray textbox) and email it back to** **rbsolutions.us@gmail.com**

Contact Information

|  |  |
| --- | --- |
| Company Name |       |
| Contact Name |       | Title |       |
| Address |       |  |  |
| Phone |       | Email |       |

Services

What web services are you interested in? Check all those that apply.

|  |  |  |
| --- | --- | --- |
| [ ]  Website Design & Development  | [ ]  E-Commerce | [ ]  Database Development |
| [ ]  Redesign of current site | [ ]  Logo Design | [ ]  Website Maintenance |
| [ ]  Search Engine Optimization  | [ ]  Custom Design | [ ]  Site Analysis |

General

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| Why do you want to have a new website, or have your current site redesigned? |
|       |
| What is the budget for your project? Does this include hosting and maintenance? |
|       |
| Who are the decision makers on this project? What is the turnaround time for making a decision? |
|       |
| What staff will be involved? What are their roles?  |
|       |
| Is there a deadline for this project? |
|       |
| Are you scheduling other events around this deadline? |
|       |
| Would you like the project broken down in phases to help you meet your goals? |
|       |

Business Background

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| Describe the nature of your business and your objectives. |
|       |
| Describe your vision for the future of your business. Where are you now and where do you want to go?      |
| Do you have a company slogan and/or mission statement? If yes, what is the slogan or mission statement?      |
| List the services or products that your company provides: |
|       |
| Who are your main competitors? How are they different or similar to the services or products that you offer? Why do you believe site visitors should do business with you rather than your competitor?       |
| Describe your target audience (i.e. average age, gender, special interests, income level, education level, broadband vs. dial-up internet). Do they have any special needs? |
|       |
| How many physical locations do you have?      |

Website Goals and Purposes

What is the core purpose of your website? Check all those that apply.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| [ ]   | Increase corporate, brand, product recognition | [ ]   | Disseminate information | [ ]   | Improve internal communication |
| [ ]  | Increase sales | [ ]   | Increase prospective customer base | [ ]   | Gather data |
| [ ]   | Place orders/ sell product | [ ]   | Reduce customer service calls | [ ]   | Other       |
| [ ]  | Entertainment | [ ]  | Gain subscribers |  |

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| What is the primary message you wish to convey? |
|       |
| Does your site need any special interactivity (i.e. flash animation, live chat) |
|       |

Style, Design Message and Theme

What image do you want your site to project, what should be the “look and feel”? Please check any words below that you think would represent your company or this design.

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| --- | --- | --- | --- | --- | --- |
| [ ]   | Fun | [ ]   | Experimental | [ ]   | Artistic |
| [ ]  | Simplistic | [ ]   | Technical | [ ]   | Sexy |
| [ ]   | Conservative | [ ]   | Professional | [ ]   | Classic |
| [ ]  | Edgy | [ ]  | Urban | [ ]  | Youthful |
| [ ]  | Promotional | [ ]  | Healthy | [ ]  | Informative |
| [ ]  | Bright | [ ]  | Futuristic | [ ]  | Contemporary |
| [ ]  | Romantic | [ ]  | Educational | [ ]  | Other       |

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| Do you have any specific design elements in mind? |
|       |
| Please list some examples of sites that you like. Explain.  |
|       |
| Please list the sites where you like the **navigation.** |
|       |
| Please list the sites where you like the **color scheme.**  |
|       |
| Do you have a corporate color scheme or any symbols/icons that we should incorporate in our design? If yes, what is the color scheme or symbols?       |
| Do you have anything in mind for **background images or colors**?       |
| Please list the sites where you like the **branding or image.** |
|       |
| Please list the sites where you like the **interface or layout**. |
|       |
| Please list some competitor’s sites and what you like and dislike about them? |
|       |
| Please list sites that you **do not** like. Explain. |
|       |
| Are there specific visual limitations that our design team should consider? Are there any particular styles that must be avoided? (Answering ‘No’ assumes that the designer will have free choice of the visual appearances and you can skip to the next section.)       |
| Do you currently have marketing materials that we should incorporate into our design?      |

Content

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| If you don’t have a website, where is the content coming from? If you already have a website will you be using your existing content?      |
| Is the web content ready for use on your website?  |
| Would you like us to help develop textual content for you site?  |
| How often are you adding new pages/content to your website?  |       |
| How many pages do you anticipate that your website will have?  |       |
| Do you already have image/graphic content for your web site?  |
| Do you need our assistance scanning or preparing your images?  |
| Approximately how many photos/graphics would you like to use on the site?  |       |
| Do you have a separate budget for images?  |

Logo Design

If your logo already established, please skip to the next section.

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| Are there specific visual limitations that our design team should consider? Are there any particular styles that must be avoided? (Answering ‘No’ assumes that the designer will have free choice of the logo’s visual appearance, and you can skip to the next section).       |
| Are there any colors that you would like to explore with the logo concepts?       |
| What style of logo are you looking for? Text only, symbolic only, text and symbol, photographic      |
| Do you have any preferences on font or style of font used in the logo? Serif, san serif, handwritten, grunge, script, calligraphic.       |
| On what media or print vehicle will your logo/brand be viewed? Check all that apply. |
| [ ]  | Print media small format (magazines, business cards, letterhead, postcards) | [ ]  | Print Media large format (posters, signs, billboards) | [ ]  | Broadcast/television |
| [ ]  | Online | [ ]  | CD/DVD covers | [ ]  | Other       |

E-commerce

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| How many products and/or services do you plan to sell?  |       |
| Are you going to be accepting credit cards?  |
| If so do you currently have a merchant account?  |
| List the name of your merchant account if you have one.  |       |

Maintenance

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| Would you be interested in having Red Black Tree LLC to update and maintain your site? If no, who is responsible for updating the web content?      |
| How often would you require updates?  |
| Are there parts of your site that will need to change regularly (i.e. products, prices, announcements, etc.)?       |
| Do you require us to train an employee?  |

Set-up and Hosting

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| Do you currently have a web hosting package? If so, what company currently hosts your site?       |
| Would you like Red Black Tree LLC to find you hosting?  |
| If yes, please list your top three choices and we will find out if one of your choices is available. |
| 1. |       |
| 2. |       |
| 3. |       |
| How many email accounts will you need?  |       |
| Do you currently own your own domain(s)?  |
| If not would you like help in acquiring and registering one?  |
| If you already own your own domain(s) please list below as relevant to this project      |
| Would you like access to web statistics on your site?  |

Marketing and Advertising

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| If you were using a search engine, what words or phrases would you use to find your site? Which of these words or phrases is most important?  |
| 1. |       |
| 2. |       |
| 3. |       |
| Please list ten keywords (in order of importance), which you are interested in getting web traffic the most.       |
| Other than what search engines will produce, what methods do you have in mind to spread the word about your website?      |
| How do you plan to encourage repeat visitors and referrals?       |
| What is your proposed monthly search marketing budget?      |