



Website development questionnaire

This questionnaire will help you to structure your web design brief and also get you thinking about some of the issues around setting up and running a business web site.

A BRIEF DESCRIPTION OF WHAT YOUR BUSINESS DOES:

HAVE YOU STARTED TRADING YET?

- Yes. How long?
- No. When do you plan to start?

DO YOU PROVIDE:

- Products
- Services
- Both products & services

HOW MANY PEOPLE DO YOU EMPLOY?

WHAT IS YOUR APPROXIMATE ANNUAL TURNOVER?

DO YOU ALREADY HAVE A WEB SITE?

- Yes – please write in the address
- No

DO YOU HAVE A GRAPHIC IDENTITY FOR YOUR BUSINESS? I.E. LOGO, STATIONERY, BROCHURES, ETC.

- Yes, already set up
- Not now, but will have in the future
- No plans

DO YOU HAVE THE FOLLOWING RESOURCES:

COPY WRITING?

- Yes – you or someone in your company has the time and skills
- No – we have to outsource

PHOTOGRAPHY?

- Yes – you or someone in your company has the time and skills
- No – we have to outsource

GRAPHIC DESIGN?

- Yes – you or someone in your company has the time and skills
- No – we have to outsource

ILLUSTRATION?

- Yes – you or someone in your company has the time and skills
- No – we have to outsource

DATABASE DEVELOPMENT?

- Yes – you or someone in your company has the time and skills
- No – we have to outsource

HOW CONFIDENT ARE YOU (OR YOUR STAFF) ABOUT WORKING WITH COMPUTERS AND THE INTERNET?

- Not very, we want to outsource everything to do with building and maintaining the web site
- Medium, we might organize the domain name, email & hosting, but want the site built and maintained
- Fairly confident, we would be happy to maintain a web site if we have a straightforward facility for doing so
- Very confident, we would be happy to build and maintain our own web site if we had the time

DESCRIBE THE TARGET MARKET FOR YOUR WEB SITE:

- Consumers
- Businesses
- Both Consumers & businesses

DESCRIBE THEM IN AS MUCH DETAIL AS POSSIBLE:

ARE THEY ALREADY USING THE INTERNET TO FIND SUPPLIERS?

- Yes
- No
- Don't know

DO YOU HAVE PRODUCTS THAT YOU COULD SELL ONLINE?

- Yes
- No

DO YOU (OR WILL YOU IN THE FUTURE) NEED TO RECRUIT STAFF OR FIND SUPPLIERS FOR YOUR BUSINESS?

- Yes
- No

WHAT IS THE OBJECTIVE OF YOUR SITE?

- To act as a brochure
- To generate leads
- To generate sales

OUTLINE SITE DESCRIPTION:

Do you already have domain names registered?

- Yes
- No

NUMBER OF SECTIONS E.G. PRODUCT RANGES ETC [AFFECTS NAVIGATION]

* Please list full navigation 'family tree' on a separate sheet

NUMBER OF PAGES IN SITE

IMAGES PER PAGE AVERAGE

ARE THESE IMAGES ALL AVAILABLE?

- Yes
- No

NUMBER OF FORMS

ARE THESE FORMS ALREADY DESIGNED?

- Yes
- No

IS AN INTRANET REQUIRED?

- Yes
- No

IS AN EXTRANET REQUIRED?

- Yes
- No

ONE MAJOR KEY A SUCCESSFUL WEB SITE IS IN THE CONTENT. WHAT CONTENT DO YOU WANT IN YOUR SITE?

- List of products or services
- Product or service catalogue including details for each item
- Client interaction / publishing such as on My Space, Ecademy, LinkedIn etc
- Ordering facility
- Payment facility
- Booking facility
- Calendar or diary
- Information about the business – it's history and structure
- Client list
- Testimonials
- Case studies
- Project portfolio
- Helpful hints or trade secrets
- Articles
- User guides
- Contact details
- Enquiry form
- Mailing list subscription form
- How to find us instructions and/or map
- News
- Newsletter
- Press releases
- What's new on the web site
- Links to other relevant web sites
- A directory of businesses
- Search facility
- Downloadable white papers or forms
- Ebooks
- Message board or discussion forum
- Music or video
- Games
- Password protected pages for clients/members only
- Job vacancies
- Job application forms
- Third party advertising
- Disclaimer
- Privacy policy
- Terms and conditions
- Anything else?

IS EVERYTHING ABOVE AVAILABLE FROM CURRENT RESOURCES?

- Yes. Please list where.

- No. Please suggest how it will be developed

HOW FREQUENTLY WILL YOU WANT TO UPDATE THE SITE?

- Daily
- Weekly
- Monthly
- Quarterly
- Less frequently

ARE ANY OF THE FOLLOWING REQUIRED OR DESIRED?

- 'Flash' elements
- RSS feed in
- RSS feeds out
- Bulletin board
- Internal email
- Newsletter management system
- Blog
- Link management system
- Web cam
- Live chat with service reps
- Online callback
- Statistics package
- Other requirements

E-commerce

- Number of items
- Shopping cart
 - Any downloads?
- Payment solutions
 - Credit and debit cards
 - Direct debit
 - PayPal etc
- Business integration issues
 - Stock control
 - EPOS
 - CRM
 - Others

Copywriting

- Number of pages (assume 500 words per page)
- Language localization – French, German etc.

Photography

- Our stock
- Custom shoot
- Library stock

Hosting

- Microsoft
 - Linux
- Proposed host

Databases

Number

Type

Custom database design, development, deployment required

Yes

No

HOW DO YOU (OR WILL YOU) PROMOTE YOUR SITE?

- Networking
- Referrals
- Printed directory listings e.g. Yellow Pages or trade directories
- Magazine/newspaper advertising
- Direct mail
- Telesales
- Email
- Advertising/referrals from other web sites
- Site Optimization
 - Search engine positioning keyword generation
 - Search engine optimization and keyword optimization
 - Basic search engine submission – Google, Yahoo, MSN.
 - Full search engine submission – all search engines
 - XML / ROR site map
 - Back links
 - Directories
 - Pay per click advertising – e.g. Google AdWords

WHAT IS THE BUDGET AVAILABLE?**DO YOU HAVE A DEADLINE FOR GETTING THE SITE ONLINE?**

Yes, date

No, preferred time scale

**Thanks for taking the time to fill out our brief sheet.
Please return it by email to richardhill@e-crm.co.uk**