



Web site design 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.

If you are planning on doing the work in-house it will help you to organise your thoughts. If you are outsourcing then this information will help you to communicate your requirements.

A brief description of what your business does:

Do you provide:

- Products
- Services
- Both products & services

How many people do you employ in your business?

What is your approximate annual turnover?

Have you started trading yet?

- Yes, how long have you been trading for?
- No, when do you plan to start?

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

How do you (or will you) promote your business?

- Networking
- Referrals
- Printed directory listings e.g. Yellow Pages or trade directories
- Magazine/newspaper advertising
- Direct mail
- Telesales
- Email
- Search engine and directory listings
- Search engine advertising e.g. Google Adwords or Overture
- Advertising/referrals from other web sites
- Your own web site
- Anything else?

Do you already have a business web site?

- Yes - please write in the address:
- No

Do you have a graphic identity for your business? E.g. logo, stationery, brochures, etc.

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

The key to a successful web site is in the content. What content do you want in your site?

- | | |
|---|--|
| <input type="checkbox"/> List of products or services | <input type="checkbox"/> News |
| <input type="checkbox"/> Product or service catalogue including details for each item | <input type="checkbox"/> Newsletter |
| <input type="checkbox"/> Ordering facility | <input type="checkbox"/> Press releases |
| <input type="checkbox"/> Payment facility | <input type="checkbox"/> What's new on the web site |
| <input type="checkbox"/> Booking facility | <input type="checkbox"/> Links to other relevant web sites |
| <input type="checkbox"/> Calendar or diary | <input type="checkbox"/> A directory of businesses |
| <input type="checkbox"/> Information about the business - it's history and structure | <input type="checkbox"/> Search facility |
| <input type="checkbox"/> Client list | <input type="checkbox"/> Downloadable white papers or forms |
| <input type="checkbox"/> Testimonials | <input type="checkbox"/> Ebooks |
| <input type="checkbox"/> Case studies | <input type="checkbox"/> Message board or discussion forum |
| <input type="checkbox"/> Project portfolio | <input type="checkbox"/> Chat room |
| <input type="checkbox"/> Helpful hints or trade secrets | <input type="checkbox"/> Blog |
| <input type="checkbox"/> Articles | <input type="checkbox"/> Music or video |
| <input type="checkbox"/> User guides | <input type="checkbox"/> Games |
| <input type="checkbox"/> Contact details | <input type="checkbox"/> Password protected pages for clients/members only |
| <input type="checkbox"/> Enquiry form | <input type="checkbox"/> Job vacancies |
| <input type="checkbox"/> Mailing list subscription form | <input type="checkbox"/> Job application forms |
| <input type="checkbox"/> How to find us instructions and/or map | <input type="checkbox"/> Third party advertising |
| | <input type="checkbox"/> Anything else? |

How frequently will you want to update it?

- Daily
- Weekly
- Monthly
- Quarterly
- Less frequently

How confident are you (or your staff) about working with computers and the Internet?

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

Do you have the following resources:

Copy writing?

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

Photography?

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

Graphic design?

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

Illustration?

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

Database development?

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

Do you have a deadline for getting the site online?

- Yes, date:
- No, preferred time scale: