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## Client Web Project Questionnaire

Every web project we develop is totally different in size and scope. One size or design does not fit all. By answering these questions, you will help us construct a proposal, and then a website, that meets your specific needs. No one part is more important than another, but you may need to research some details. While this may take some time for you to complete, the more time and effort you put into this at the outset of your web project, the better we will be able to define the specific objectives of your website.

### **Who are you?**

Your name and title:

Business or organization name and mailing address:

Your email address:

Business phone and fax including area code or country code:

### **Tell Us About Yourself:**

Briefly describe your firm/organization. Who you are, what you do, products/services, etc.

If you have an existing site, what is its web address:

If this is a new site, what is its primary purpose? Or if this is replacing an older site, what are your primary business objectives and what, if any, problem(s) are you trying to solve with a site redesign?

List two or three primary competitive sites and include their web addresses. Please comment on the strengths and weaknesses of your competitors' sites.



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Who, in your firm, will oversee this project to completion?

Who will be responsible for maintaining the site after launch?

### **Tell Us About Your Target Audience:**

As best you can, who are the consumers or clients who will use this site?

What action(s) do you want the viewer to take when visiting your site? (Examples: Get general information, become a member, subscribe to a newsletter, read editorial content, get specs, buy something, etc.)

What needs aren't being met on current site? What problems have users reported?

What other reasons are prompting you to develop a new or redesigned site?

### **About Your Brand**

Describe in a few sentences or words the feelings you wish your site to evoke, and the brand attributes you want it to convey. (*Feelings* might include: Warmth, friendliness, reassurance, comfort, or excitement. *Brand attributes* might include honesty, humor, professionalism, intelligence, technological savvy, sophistication, reliability, and trustworthiness.)

Using adjectives and short phrases, describe the site's desired look and feel. (For example: Easy to look at, edgy, classic/traditional, clean, very white, crisp, modern, understated, etc.)



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## **Features and Scope**

Does your site plan include community features, such as a blog, newsletter, user discussion forum, etc.? If so, do you have the appropriate personnel to manage such a features on a regular basis?

Does your plan include media-intensive components, such as streaming video, uploading user-based video, etc.? If so, what?

In number of pages, what is the approximate estimated size of your site?

If you presently work with a content management system (CMS), please tell us which system and version and describe its capabilities and limitations (or point us to a web address where we can find out more about it).

Will this project include an e-commerce component like an online store? Does your current site include this?

Have you already created the site's content (the copy)? If not, when will it be ready? Or do you want MarketShare to help with this aspect of your site?

## **Time and Money**

If you're working within a time frame, or have been given a mandatory launch date, tell us about it. If the project will launch in phases, list proposed milestones and dates.

Please tell us your budget, or budget range, for this project.



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*NOTE: Some organizations prefer not to disclose their budget in an initial contact, but if you are willing to discuss your budget (or an approximation), it will help us prepare a more precise proposal. Revealing this information will also give us an idea if we're a good match for you. A typical web site can range anywhere from \$3,500 to \$50,000.*

## **Promotion and Marketing**

Have you given any thought to how you would like to promote the new site once completed?

Are you interested in Search Engine Optimization (SEO) and Search Engine Marketing (SEM) for the site?

Do you have affiliate organizations that would be willing to post a link to your site on their site?

Do you have a regular marketing budget that can be extended to promote the site?

## **Technology Usage**

Describe your technological requirements, if any.

Have you registered a domain name for the site? If yes, with whom and for how long?

Do you have a Web Server or a contract with a hosting provider? *(We are happy to help you with this as well)*

*IMPORTANT: To deliver the best possible website and experience to your visitors and to build a robust site that will be viable for many years, we use the most modern standards and methods. As a result, it is important that you are aware the sites we develop may not look exactly the same in an old, non-compliant browser like Netscape 4 as they do in newer browsers.*

*(Check one)*



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- ( ) My site has to look and work exactly the same way in 4.0 browsers as it does in newer browsers.
- ( ) I understand that the site may not look as good or work as well in an outdated browser; that's okay as we want the most up-to-date website possible.

### **Out On The Web**

This is a very important part of our questionnaire. The more time you spend answering these few questions, the more your project will benefit. Find the highest quality sites on the web that will help us understand exactly what you are looking for in the following categories:

Branding in a situation similar to yours:

Appeal to same target group of customers:

Colors, look/feel, user interface, layout:

Type/style of content:

Style of graphics:

Overall favorite sites. (tell us why):

Overall least favorite sites (tell us why):

Sites you visit every day or very often:

Feel free to add any additional comments, thoughts, ideas, or feedback in the space below. Thank you for your



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time. Please save this document for your future reference.