Website Characteristics

Use this questionnaire to help both of us to determine the style and features of you site. Research your competition, get to know your market and proceed with a website plan that makes sense for your business.

Company Name: _____ Contact: _____

Email: _____ Phone: _____

Address: _____

Have existing website? Name: _____

Describe company: _____
(What you do. Products/
 Services. Targeted   _____
 audience)

_____

Slogan/tag line: _____

Overall look/feel of website: _____
(Corporate, warm, serious, dark,
 artsy, fun, abstract, etc.)   _____

Competitor _____
Websites:
(Likes, dislikes) _____

List Other websites: _____
(Note likes/dislikes)

_____

Preferred _____
Colors:
_____ [ ] Designer's Choice

Unwanted _____
Colors:

_____

Possible Pages	Special Features	Applications
Home √	Slide show	Registration
Products/services	Video	Customer survey
About us	Map	Online payment
Contact us	Contact/info forms	Blog
Articles	Sign-up list	Guest book
FAQ	Download files	Customer login
Upcoming events	Site search	
Directions to shop		

Other pages _____
& features:

(not shown   _____
 Above)

Need to match existing business card or printed materials? _____

_____

Using a logo? _____

Do you have graphics or pictures to use AND/OR let designer provide where appropriate?_____

_____

If connecting to social networks, do you have accounts? _____
(Facebook, Twitter, LinkedIn, etc.)
_____

Would like mobile website version?   ____ Yes   ____ No   ____ Maybe

Need domain name registered (www.mybusiness.com)?   ____ Yes   ____ No

Do you have a hosting service? (where website is stored on Internet)   ____ Yes   ____ No

Additional comments/info: _____

_____

_____

_____