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

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. Ye llow 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?

- ☐ List of products or services
- ☐ Product or service catalogue including details for each item
- ☐ 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
- ☐ Chat room
- ☐ Blog
- ☐ Music or video
- ☐ Games
- ☐ Password protected pages for clients/members only
- ☐ Job vacancies
- ☐ Job application forms
- ☐ Third party advertising
- ☐ 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: