



Affordable Web Site Design | Graphic Design

Client Web Site Survey

The answers to the questions below will help us understand what your web site needs are and how to meet them. Please answer as fully as possible on a separate sheet, indicating section numbers (1a, 3b, etc.). Please fax or email your answers. Thank You!

1. General Information

- a. What is the name of your company or organization and what is your current, or intended, web address (URL)?
- b. Who are the primary contacts in your organization, and who will give final approval on the project? Please list names, titles, email addresses, and phone numbers.
- c. What is your intended launch date for the new site? Are there any outside considerations that might affect the schedule (examples: travel, product launch, tradeshow, annual report, etc.)?
- d. Do you have a specific budget range already established for this project? Can this project be divided into phases to accommodate budget and/or timing constraints?

2. Objectives

- a. What are the main reasons you need a web site (examples: provide info for existing clients, attract new clients, venue for publishing work, online sales, etc.)?
- b. What are your primary online business objectives? What are your secondary objectives? (Examples: increased sales, marketing, brand awareness, fewer customer service calls, etc.) Please discuss both long- and short-term goals.
- c. What is the main business problem you hope to solve with the web site? How will you measure the success of the solution?

3. Audience and Desired Action

- a. Describe a typical site visitor. How often are they online, and what do they generally use the web for? Give basic demographics: age, occupation, income level, and purchasing habits. (Use details and profile more than one type if appropriate.)



Affordable Web Site Design | Graphic Design

- b. What is the primary “action” the site visitor should take when coming to your site (examples: make a purchase, contact you, become a member, search for information, subscribe to a newsletter, etc.)?
- c. Is there specific information that you want to be sure each visitor will see?
- d. What are the key reasons why the target audience will choose your company’s products and/or services (examples: cost, service, value, etc.)?

4. Perception

- a. Use a few adjectives to describe how your site visitor should perceive the new site (examples: professional, friendly, corporate, fun, forward-thinking, innovative, cutting-edge, etc.)
- b. How is your company currently perceived offline? Do you want to carry the same kind of message through to your web site?
- c. How does your company differentiate itself from competitors?
- d. Please list competitor web site addresses. How directly does each compete with you?
- e. List the web addresses of any sites you find compelling. What specifically do you like about these sites?

5. Content

- a. Will you be creating content in-house or using an outside provider? Who is responsible for content approval?
- b. If you have content, what is its basic structure, how is it organized? Do you have a sitemap or an outline showing site structure?
- c. Describe visual elements or content that should be utilized from your current marketing materials (logo, color scheme, navigation, naming conventions, etc.).

6. Technology

- a. Is there one platform (Mac, PC, other) and/or web browser that it is especially important for the site to support, if so why?



Affordable Web Site Design | Graphic Design

- b. Are there specific technologies (Flash, JavaScript, CSS, etc.) that you know you would like to use in the site? If so, how will they enhance the user experience? Please describe in detail.
- c. Will your site need database functionality? Please describe this need in detail.
- d. Will you have a need for secured transactions (e-commerce) or for secure areas (a login area)? Please describe this need in detail.
- e. Are there any unusual features you wish to include in the site? Please describe these in detail.

7. Marketing/Updating

- a. How do you expect most people will find out about your web site? Why will users come to your site?
- b. What are your short-term marketing plans, especially as they relate to your web site?
- c. What methods of distributing your web address will you employ on and offline?
- d. Do you intend to keep the site updated, if so, how often? Who will be responsible for updating and providing content?