

Web Site Client Survey

General Information

1.) What is the primary purpose of your business?

2.) What is the primary purpose of the new web site?:

Secondary purposes?:

3.) Is there a typical user coming to the web site? If so, a description and what perception would you like them have from the site (prestigious, friendly, corporate, fun,?)

Look of the desired site:

1.) Are there web site you like the look of? if so list:

2.) Are there colors that you want to have in your site? and they are:

3.) Who are your primary competitors? is there a web site they have you like or dislike?

4.) Are there things you like or dislike about web sites in general?

Creating the site:

1.) How many pages will the web site have? For sites with multiple pages, is there a web site structure/navigation that you would like to have?

2.) Would you need assistance with producing or editing copy for the site? if so, how much:

3.) Would you need assistance with images or photos for the site? if so, what:

4.) If a form is incorporated into the site will you supply the basic outline/questions?

5.) Will there be links to other web sites?

Marketing:

1.) How will this web site fit into your overall marketing efforts? Will you want assistance with these efforts, including creating flyers and brochures:

2.) Will you want assistance with marketing the site to search engines?

Maintenance of the site

1.) Will you want assistance with updating the site in the future?

2.) Do you want to edit the web site yourself? if so, how will you accomplish this:

Notes (what didn't get asked):