

Website Pre-Build Questionnaire



Name: _____

Business Name: _____

Contact info: _____

What is the domain name you are requesting? What is your second and third choice?

Please list the names of five other sites that you like. Why are they attractive to you?

Why do you want to have a new website, or have your current site redesigned?

What do you NOT want on your site in terms of text, content, etc.?

Please describe your organization in a few sentences.

Where is the website content coming from? Who's responsible for updating it? Is it ready for use on your website?

Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features?

Do you have a logo?

Do you have a color scheme in mind?

Who are the decision makers on this project? What is the turnaround time for making a decision?

Are you planning to do online sales? If so, what is the product, and how many items do you want to sell online? Are you set up to accept credit cards?

What staff will be involved? What are their roles? Is there a webmaster on your staff?

If you were using a search engine, what words or phrases would you use to find your site? Which of these words or phrases is most important? Second? Third?

What is your deadline for completing the site?