

Web Site Design Services - Questionnaire

Many people don't know what they want when they approach me for a web site, so one thing I do is give them the following questionnaire to help them to start to "see" their web site in their mind's eye. Doing this not only makes it easier for the web development company, it also saves the client money when they know what they want!

We have made this available to you either as a guide to use online or to download and work on at your leisure.

Another great idea is to make a story board once you have done the questionnaire so you have not only an idea in your mind's eye, but something concrete that your web design person can work from. We hope this helps you along the way when considering your web site.

1. What do you want to achieve with your web site?
(e.g. to be found on the search engines, direct sales, marketing, customer support, lead generation)?
2. What topics or types of information or services are going to be on your site? List them in order of importance.
3. What will your site offer to attract your target audience? For example, a free service or good fresh information, free products, great graphics, an ezine (newsletter), contest, etc.?
4. Will you change anything on a regular basis to attract visitors back to your site and, if so, what?
5. What five keywords or keyword phrases do you feel would be most relevant if a person were to perform a search for your type of business on the Internet?
6. Will you want to update your site yourself or do you have your web site design person to do this for you?
7. Do you want to promote or market your web site and if so, how? Ex. Paid online advertising, linking with other sites, off-line advertising
8. What colours most appeal to you for backgrounds when browsing through magazines or looking at web sites? Light or dark? What colours appeal to you personally?
9. Do you like web sites with the menu at the top and bottom, the right or the left?
10. Do you want any ecommerce features, online catalogues etc.
11. Do you prefer buttons or text linking web pages together?
12. Will you have many pictures to put on your site and how would you like to place them on the site?
ex.. together on a page, dispersed throughout the site etc.

Thank you for using this questionnaire. We hope it helps you with your virtual success!

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