

# Website Questionnaire

Thank you for downloading this document. This questionnaire is will help Awsum Web Solutions create a proposal for you. The more information you can provide us with, the better we can evaluate your needs. If there are any questions that are not relevant to your project, please ignore them.

Once you have completed the questionnaire, please email it to [contact@awsumwebsolutions.com](mailto:contact@awsumwebsolutions.com), and I'll get back to you as soon as possible.

## The Initial Details...

Name:

Company Name:

Job Description (new website, redesign of existing site, something else?):

Company Description

## Project Information...

Objectives (reasons for needing a new website):

Intended Web Address:

Approximate Size (how many pages will your website need?):

Specific Requirements (online shopping, content management, extensive gallery, etc.):

## Perception & Message...

Target Audience:

What is the primary message you wish to convey?

Website Goals:

What makes you different from your competitors?

Why will users favour your site?

How should your site be perceived? (examples: feminine, masculine, fun, serious, vintage, modern, casual, formal)

List some competitors websites, followed by what you like or dislike about each.

1.

Like:

Dislike:

2.

Like:

Dislike:

Please list some websites you like, and briefly state why:

## **The Call To Action...**

How do you envisage people using your site?

What is the primary action you wish users to take from your homepage? (example: download, begin order, email, phone call, proceed to another page/section)

If different than the arrival action, what is the primary action you wish users to take before leaving your website?

What elements should be available on every page where possible?

## **The Content...**

Will this site use existing content (artwork, copy, video etc.) or new content? If new, will the company provide the content?

What format is the content? (digital or hard copies of text, digital photo files or photographs for scanning?)

Have you completed, and approved final content for your website?

Do you intend on keeping this website updated? If so, how often?

## **Marketing...**

Do you have any marketing strategy planned to promote this site? If yes, please describe.

## **Administration & Final Details...**

What is your target launch date?

Is the proposed domain registered, or will it need registration?

Please list the company contacts for this project. Include names, titles, email addresses and phone numbers where appropriate.

Who has final say and sign off on proposed website? Please include relevant contact details.

This is a general questionnaire, and may not sufficiently cover your proposed project, so if there is any extra information you wish to include, please add it here.