

New Web Site Design Questionnaire

Questions to ask new clients when designing a new web site.

- 1) Domain Name – How do you want to present your business on the Internet?
- 2) What type of Web Site do you require? E.g. Selling goods, services or both, contact information email etc.
- 3) Do you have all the material for your site preferably in electronic format e.g. photos, text, articles etc?
- 4) Are there any existing sites that look like the one you want created?
- 5) Does your business already have logos, livery, stationary or colour schemes that you want to use?
- 6) Who are your target clients, age, sex locality etc?
- 7) Provide a list of pages that you would like on the site, how should they be navigated and structured? Pages could include:
 - About Us
 - Contacts
 - Enquiry Form (Think about specific questions)
 - Products
 - Services
 - Articles (Technical or Non Technical)
 - Portfolio (of previous work)
 - Testimonials
 - Resources (external links)
 - Shopping Cart
- 8) What type of navigation system do you want i.e. Simple menu bar, horizontal or vertical orientation bulleted list. Tabbed, dropdown, pullout, float out, collapsing etc.
- 9) How many changes do you think will need to be made to the site on a regular basis after completion? Do you require an ongoing support contract?
- 10) What search engine optimisations do you need i.e. what search queries do you expect your customers will be typing into Google or other search engines to find you.

- 11) Do you have any deadlines for the launch of the site?
- 12) Are you planning on selling goods off the site? If so how many products?
How often do you think you would need to update prices and or photos or descriptions of such items?
- 13) Do you have any testimonial information from previous clients to include?
- 14) How many email addresses do you think you will need? Do you have any in mind? E.g. info@companyname.com or sales@companyname.com
- 15) Are you prepared to host Google AdSense™ adverts on your site to help cover hosting costs?

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