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WEB SITE DESIGN QUESTIONNAIRE:

WELCOME!

This document was created to help us get an idea for the size, scope and nature of the type of site you are wanting to create; hence the questions below. Kindly answer them to the best of your ability, and as completely as you can. We appreciate you taking the time!

We'll start with some easy questions:

A little about you?

Your name and title:

Business or organization name:

Your email address:

Business phone:

Address: (We only use this to send you nice things, like Holiday cards - we do not share your information with ANYONE!)

1. Describe your organization in one short paragraph.
2. What goals do you have for this site? Top Search Engine ratings? Informational? Visual Interest? Sales?
3. If you could only say one word about your product or service, what would it be?
4. What is your company's mission and short and long-term marketing strategies?
5. What are people's current opinions of the company/product? What are its strengths and weaknesses?
6. Who is your competition? Do you need to work with them or in opposition to them?
7. What differentiates you from your competition? What are some key selling points?
8. Can you reference any previous successful design solutions or campaigns?
9. Who is your main target audience? Gender, age? Define and characterize them as clearly as possible.
10. In number of pages, what is the size of your site? We require you to provide a rough outline of the pages and their titles before the design process begins, so we can design the appropriate number of pages into the Home Page design as a base. Example: Home Page, About Us, Testimonials, Contact Us, etc.)
11. Do you have an existing site that you want to update? If so, what is the current web address/URL?
12. Do you currently have a logo that you want to incorporate into the site? If so, we will need that in digital format - an .eps file is best, but in a pinch, a jpg might work.
13. Do you have certain colors that you want to incorporate into the site, and if so, please provide examples of the colors for reference (A business card, another site address, etc)
14. Describe the concept, product, or service this site is intended to provide or promote. If your product or service has a slogan or themeline, please list it.

15. If applicable, list any competitive Web sites that you feel are of interest, positive or negative, and comment on those strengths and weaknesses as you see fit.
16. Are you interested in being able to update the text of the site yourself?
17. If you are working within a strict time frame, or have a mandatory launch date, list it here.
18. Who, besides you, is/will be responsible for guiding this project to launch and completion? (Include names and titles if applicable)

Who can I thank for referring you to me, or how did you hear about Hancey Design or nerocom?

Please email responses to: jenny@hanceydesign.com. Thank you for taking the time to complete this and look forward to hearing from you!

Jenny Hancey - Hancey Design
Josh Nylund - nerocom