

Website Project Questionnaire

Use this questionnaire to help you plan a small business website. It's a great idea to complete this plan before contacting a website designer, so you'll have a greater understanding of what it is you're trying to achieve.

Business summary – provide some brief information on your business

Goals & objectives – what do you want to achieve from a website?

- Increase your number of customers and therefore your revenue
- Provide information and advice for current customers
- Develop an online shop so people can purchase products
- Other – list below:

Call to action – what is it that you want your website visitors to do?

- Contact the business
- Purchase products
- Provide contact details to subscribe to regular emails
- Provide contact details to receive a free product
- Other – list below:

Audience profile – provide some details about your target audience, such as whether you are targeting businesses (small, medium or large), individuals or families, female/male, young/old, low-income/affluent, etc, etc.

Key points of difference – what sets you apart from your competition?

Website details

- Do you want to update the website yourself or are you after a 'static-style' website that won't be updated regularly?
 - Static style website
 - Content management system that you can update yourself
- How many pages are you likely to want initially (e.g. home page, about us page, contact page) and what are they?
- Is there a logo that must be included in your website? If yes, do you have an image file of the logo?
 - Logo to be supplied
 - No logo to be supplied
- Are there any photos or artwork that you want included in the website?
 - Yes, I will supply photos or artwork
 - No, I don't have any photos or artwork and don't believe any are required
 - No, I don't have any photos or artwork and need my website designer to source appropriate images
- Are there any specific colours that you'd want to see included in the website?
- Do you have content (i.e. text or copy) written that you want to include in the website?
 - Yes, I will supply copy
 - No, I need my website designer to supply copy
- Do you want your business to be easily found on Google, Yahoo and other search engines?
 - Yes, I want my business to be found on Google. List some potential keywords that relate to your business below
 - No, I'm not concerned if my business' products or services can be easily found on Google
- Do you want your website to have any particular functions or features? The possibilities are endless but these might include a contact form where customers can upload files, an animation, a blog where people can add comments and start conversations, complex multi-option forms, etc. List possible features below.

- Do you already have a domain registered for your website? If yes, list below and keep the details from your domain registrar handy. If no, list potential domain names.
- Do you already have web and email hosting? If yes, keep the details supplied by your web host handy.
- Have you seen any other websites that have a similar design, layout or functions to the website you are looking for? List them here.
- When do you want your website to be completed?