

Website Planning Questionnaire

Shaw Media Consulting asks clients for detailed information on their website needs so that we can submit accurate and thorough proposals. Please fill out this questionnaire and return it to Ellie Shaw. She will also take your answers over the phone. Be sure to ask if anything isn't clear and if you don't have answers to some questions just leave them blank.

Note that every website that we produce will be:

- "Responsive" - automatically resized for the size of the screen it's viewed on
- Written and coded for maximum search engine optimization
- Accessible to those with disabilities

Contact Info

Contact person(s):

Which contact method is preferred?

Contact phone:

When are the best times to contact you?

Contact email:

Names and titles of all who must give final approval:

Contact cell/text:

Billing address:

Current Website

Current website domain (if any):

Do you want to stay with your current registrar and hosting company?

Who is the domain registrar?

What is motivating the redesign?

Who is the hosting company?

When was the design last updated?

Website Planning Questionnaire

Current Website (continued)

What do you like & dislike about your current website?

What analytics are used? What are the latest stats on visits, actions, etc?

Do you want any parts of your website replicated?

What has changed in your business since your website was created?

What email services are used? Do you want to change?

What's Needed for the New/Upgraded Website?

Specific objectives: marketing, leads, sales, entertainment, etc.

E-commerce requirements, if any (shopping cart, credit card processing, etc.)

Interactive Functions: forms, social media links, ads, blog, etc.

Search function

Log-on for registered clients, employees, etc.

Extra security (a must for e-commerce)

Portfolio/photo gallery

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Content

Will existing content need updating?

What images are already available?

What new content needs to be created?

Are audio files needed?

What visuals do you need? (Photos, videos, graphics, ads, animations)

Do you plan to have FAQs? Webinars? Tutorials?

What external links are necessary?

What else would you like on the website?

News - press releases, media kits?

Streaming services - video, audio

Calendar

Standard legal notices: privacy policy, terms of services, etc.

Database(s)

Calculators (specify types)

Auto-responder

Games

Map and directions?

Other

Google Translate

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What Do You Have Already?

Logo

Written content

Color scheme

Images (still photos, diagrams, and/or video)

Ads, brochures

Other content

Audio files

Other Websites

What are two or three website that you like?
What appeals to you?

Are there any websites that you really dislike?
What don't you like about them?

Your Firm's Background

Size

Location

Goals

History

Website Planning Questionnaire

What Does Your Company Do?

Briefly describe its products and/or services?

Overview of your industry

Is it a franchise?

What is its reputation?

What is its Place in the Marketplace?

Size

Image

Niche

What adjectives best describe the company?

Who is in Your Target Audience(s)?

Demographics - location(s), incomes, ages, education, technical ability

Why do they buy from you - what attracts and sells them?

Describe the ideal clients/customers

What do you want your audience to do when they come to your website?

What do they learn or purchase from you now?

Website Planning Questionnaire

Competition

Who are your competitors?

What do you think of their websites?

What makes your company stand out from them?

Budget and Timeline

What's your anticipated budget for this project?

When do you want the project completed?

Is the target date linked to other activities (i.e. a trade show opening)?

Once you've completed this form, here's what you do next:

- 2) Attach the completed PDF to an email.
- 3) Send the email to shaw@shawmediaconsulting.com.