

Clear, concise communication and comprehensive planning greatly increase the prospective success and potential impact of a web site. The following questionnaire is designed to help you begin to think about the necessities for your site, and to help The Design Group better cater to you as a client. Please take the time to answer all the following questions. If you have any questions, feel free to contact Kaylee Walters, Project Manager and Web Designer, and she will be glad to help you find the answers you need. Kaylee can be reached via email at either kaylee@thedesigngrouponline.com as well as by telephone at 843.608.3839 (TDG Office Line) or 843.814.0989 (Mobile).

Client/Company Name: _____

CONTACT INFORMATION

1. Who is the contact person responsible for overseeing your participation in the Web site development? List name and contact information for this person.

Primary Contact:

Name: _____

Contact Info: _____

Secondary Contact: (optional)

Name: _____

Contact Info: _____

WEB DEVELOPMENT

1. Does your company have an existing website(s)?

If yes, will this project change it or create a new one? If the answer is, "it will change it", why do you want to change it?

2. What type of site do you need? (Ex: Ecommerce, Business/company, Non-profit organization, etc.)

3. Are you working on a strict budget? If so, please let us know your budget range.

COMPANY INFORMATION

1. What is your Company's Objective or Mission Statement? (If you do not have one, what is the nature of your business?)

2. How old is your company?

3. How do you envision this project supporting your company's missions and objectives?

4. Who are your competitors?

What are their competitive strategies?

Do they have (a) website(s)?

If yes, what are your comments about it?

5. How familiar is your company with the Internet?

6. How many employees does your company have? Do they have access to the Internet?

PURPOSE OF WEB SITE

1. What do you hope to accomplish with this web site? Please let us know all that apply. (Ex: Educate, Advertising flyer, Informative, Personal Event Site, entertain, survey, answer FAQ's, etc.)

2. Please tell us the overall key goal(s) of the website (i.e. How will you judge the success of this project):

3. Who will your typical visitors to your web site be? (This is your “target audience.”) Please list any information you think may be relevant such as age, gender, income, political affiliation, education level, ethnicity, primary language, religion, location, etc.

4. When do you want to complete this project (Keep in mind, any project expected to be completed in 60 days or less is considered an “Expedited Project” and is subject to additional fees associated with rush projects)?

5. Are there any events tied to the project launch (i.e. product release, tour, media event, etc.)?

CONTENT

Content is the information and features you include on your web site.

1. Do you already know what pages you would like to have? Please list these below.

2. Are there specific features or effects you would like to include on your web site? If so, please list below all that apply (ex: Slide Show, Adobe PDF pages, Business Forms, etc.)

3. What items do you already have that we can use on your website? Please list all that apply (ex: Brochures, Newsletters, Flyers, Text on Disk, Photographs, Graphics, etc.).

Note: Please make sure you have the legal property or usage rights of any content, graphics or photos you wish to display on your web site!

Tip: The professional appearance of your web site has a lot to do with the photos or graphics you choose. If you need us to find or create graphics or photos for you, we will be happy to provide that service on an hourly basis.

4. Are you capable of creating your own content?

If you are not capable of creating your own content, you will need The Design Group to create content for you or help you out with content. (Please note, The Design Group will be happy to provide content assistance, for which the client will be subject to an hourly

fee to be specified in a separate contract)

5. Do you have all photography for your site?

If not, will you need images supplied via stock photography?

Will you need any custom photography done (Please note The Design Group's Photographer charges either an hourly or daily rate for his professional services)?

SITE HOSTING/DOMAIN INFO

A Web Host is the company that will hold your web site files and make them accessible on the World Wide Web.

1. Do you have a domain name? If so, what is it?

If you do not have a domain name, do you need The Design Group's help with your domain name & hosting?

2. If you do have a domain name:

1.) Registrar: _____

2.) User Name: _____

3.) Password: _____

COLORS

1. Do you have a preferred color scheme for your web site? Please list all that apply (ex: Company's logo colors, Blues greens yellows oranges reds purples, etc.).

MAINTENANCE

1. How frequently will this site need to have information updated?

Please note: If The Design Group will be responsible for updating information on a regular basis, TDG recommends purchasing a support package. If only occasional updates will be needed, these updates will be made on a \$50/hour basis.

INSPIRATION/STYLE

1. Choose three to five adjectives you would like the style of your site to express. (Suggestions: professional, sophisticated, conservative, chic, fun, friendly, formal, casual, progressive, serious, classy, easy, experts, humorous, service-oriented, etc.)

2. Select any visual elements or styles that **MUST** be utilized from existing materials (ex: Logo, Letterhead, Key phrases/slogans, Colors, etc.).

3. What specific web sites have a look and/or feel you admire? Please list three URL address(es) (i.e. [http:// www.greatwebsite.com](http://www.greatwebsite.com)) and identify the what aspects/features of each site you find most appealing:

Website 1:

Appeal:

Website 2:

Appeal:

Website 3:

Appeal:

Thank you for taking the time to answer this questionnaire, and please let us know if you have other comments, questions or instructions!

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Mobile: 843.814.0989**

**Please contact kaylee@thedesigngrouponline.com or me@kayleewalters.com
with any questions or concerns you have.**