

Questionnaire to prepare Your Website

Goals:

What is the mission or purpose of your business or organization?

Do you have a tagline/slogan? If so, what is it?

Target Audience / Community

Who is your target audience or community? (Age, gender, interests locality)

Image & Style

What IMAGE do you want to project? (Circle as many as apply)

Traditional	Contemporary	Conservative	Cutting edge
Formal	Casual	Serious	Friendly
Corporate	Personal	Expensive	Affordable

What STYLE do you want to communicate? (Circle as many as apply)

Serene	Spiritual	Powerful	Professional
Hip	Classic	Elegant	Funky
Ethnic	Natural/Organic	High tech	Frivolous
Fun	Flashy	Muted	Soft
Playful	Down to earth	Mellow	Comforting
Energetic	Historical	Festive	Fanciful

Other:

Do you have photos that you wish to use on the web site?

Content

Do you have an outline of the content for your site? Yes No

Is the content written?

Do you need help in developing, writing and/or editing the content for your web site?

What keywords would someone type into a search engine to find you?

Promotion

Do you have a marketing/ promotion plan for your web site?

Do you have any color preferences, or existing brand colors?

Do you have any colors that you do not wish to use?

Do you have a particular type of design layout you like?

Other Web Sites

Please list a few web sites that appeal to the same target audience or community, or that communicate an image or style that is similar to what you want.

Domain Name

Do you have a domain name picked out or have a hosting plan set up?