

# WEBSITE QUESTIONNAIRE

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## TELL US ABOUT YOUR COMPANY

COMPANY NAME			
ADDRESS			
POSTAL CODE			
PHONE		MOBILE	
EMAIL ADDRESS			
WHAT DOES YOUR COMPANY DO?			
DO YOU HAVE AN EXISTING WEBSITE?			
IF NO, DO YOU ALREADY HAVE A DOMAIN?			

The next few questions will help us understand exactly what you're after with this site. Go ahead, **tick as many as you need to:**

## I WANT THIS SITE BECAUSE:

<input type="checkbox"/>	I need to build awareness for my brand
<input type="checkbox"/>	I need to offer a contact point to my clients
<input type="checkbox"/>	I need my company to have a better image online
<input type="checkbox"/>	I need to sell my product/service through my site
<input type="checkbox"/>	I need to use it to build customer loyalty
<input type="checkbox"/>	I need to reach people in many languages
<input type="checkbox"/>	I need somewhere to promote my latest product/service
I have my own reasons:	

**MY SITE WILL BE BUILT TO TARGET:**

	Business customers
	Consumers

**I'D LIKE TO TARGET CLIENTS WHO ARE:**

Kids & teens	In their 40's
In their 20's	In their 50's
In their 30's	Senior citizens

**MY CLIENTS COME TO ME BECAUSE:**

I offer excellent service
I have the best products on the market
I have the best prices on the market

**SOME WORDS ABOUT YOUR COMPANY****SUBSIDIARIES****AVERAGE NO. OF  
EMPLOYEES****SOMEONE'S SEARCHING THE WEB FOR YOUR BUSINESS. WHAT WORDS OR PHRASES WILL THEY SEARCH FOR IN GOOGLE?**


**WHAT IS IT THAT MAKES YOUR PRODUCTS OR SERVICES UNIQUE ON THE MARKET?**

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**DO YOU HAVE ANY PROOF THAT YOUR SOLUTIONS ARE BETTER THAN YOUR COMPETITORS?**

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## HELP US OUT HERE - WHO WILL PROVIDE THE FOLLOWING RESOURCES?

STOCK PHOTOGRAPHY	Choose an item. ▼
COMPANY PHOTOGRAPHY	Choose an item. ▼
OTHER ARTWORK/ILLUSTRATIONS	Choose an item. ▼
TRANSLATION COSTS	Choose an item. ▼
COPYWRITING TEXT	Choose an item. ▼
PROFESSIONAL LOGO	Choose an item. ▼
GRAPHIC DESIGN	Choose an item. ▼
OTHER PRINT COLLATERAL	Choose an item. ▼
FONT LICENSES	Choose an item. ▼

## MOVING ON TO THE PRETTY STUFF: DESIGN!

DOES YOUR COMPANY HAVE A LOGO / ESTABLISHED IMAGE & BRANDING GUIDELINES (E.G. FONTS, COLOUR SCHEMES ETC)?	Yes or No ▼
DO YOU HAVE PRINT MATERIALS (SUCH AS BUSINESS CARDS OR BROCHURES) THAT WE NEED TO MATCH?	Yes or No ▼
COULD YOU GIVE US THE WEBSITES OF YOUR TOP 3 COMPETITORS?	
IF YOU HAD TO PICK 3 WEBSITES YOU WOULD LOVE TO HAVE, WHICH WOULD THEY BE?	

**WHAT WILL HAPPEN ONCE WE DELIVER THE SITE?**

**WOULD YOU LIKE US TO UPDATE YOUR SITE OR WOULD YOU LIKE TO BE RESPONSIBLE FOR UPDATES?**

**HOW OFTEN DO YOU REQUIRE UPDATES?**

<input type="checkbox"/>	Daily	<input type="checkbox"/>	Weekly
<input type="checkbox"/>	Monthly	<input type="checkbox"/>	Quarterly

Other:

**IS THERE ANYTHING ELSE OU'D LIKE TO TELL US?**