



Web site requirements questionnaire

Before you start...

Please take time to read through all of the following pages carefully before answering the questions on the following pages.

Below you will find some important points to consider when deciding on the structure and content of your website.

Some useful tips...

1. Sometimes less is more.

It is natural to want to add some animation and graphics to some pages to make your more dynamic and appealing, however, careful consideration should be used when deciding what should be added. Site pages with animation, graphics, and photos increase the loading time and may distract your audience from important information that you are trying to get across, or even worse, make them leave your site, especially if they are not relevant to the page topic. If used correctly however, it can be a great way of highlighting information. The key is to ask yourself whether each addition is necessary and will benefit your visitors. Try not to do too much on any one page!

2. Define your target audience.

The most successful web sites consider their audiences and make allowances for visitors computer equipment, time constraints and need for information. Ask yourself if you are targeting your local markets or globally. Is your audience young and hip, or older and conservative or visa versa?

3. Have a site that looks special.

Think how you can let others know that you have services or products that are special and deserve their attention. In addition to a unique web site, it is important to make sure each page is unique so your audience is, again, not confused and can easily distinguish one page from another by its topic (not by its design).

4. Good use of your company's material.

Make sure you make use of the rest of your company's printed material and publicity outlets when creating a website. We highly recommend being consistent in your graphics; using the same logo, fonts and colours that appear on your letterheads and business cards give it a much more uniform and professional look. In addition, make sure that your web site is complementing your current marketing and business strategies.

5. Make navigation easy.

Often overlooked, people need to be able to find their way around your site easily, if they can't they will leave without the information they were looking for as they cannot find it or it is taking too much time. All the pages of your Web site need a consistent set of navigation links. This makes sure your audience knows where they are in your web site and how they can get back Home.

6. Managing your own content.

If you choose one of our CMS websites, you will be responsible for entering and maintaining your own content. A key point in maintaining a Web site is not something you do but something you don't do: spelling errors and grammatical blunders. A single typo at the top of your Web page can ruin the professional appearance. Most importantly, always test your pages. Our advice is to make sure that you always get at least one additional person to look over the site content.

7. Promote your business -- online and offline.

If you regularly place an ad in a newspaper or magazine that already draws visitors, add a reference to the URL of your web site somewhere on that ad. Be sure to include your web address on all of your printed material: letterhead, business cards, invoices, envelopes, brochures, shopping bags, billboards, etc.

Taking the above points into consideration means that your websites visitors (potential customers) will experience a professional and enjoyable web experience and you, will therefore maximise the potential return from each visitor. If you have any questions regarding any of the above, please do not hesitate to contact us.

Down to the nitty gritty...

Below you will find a list of questions relating to the design of your site. You can answer as many or as few of them as you like, however, the more information you give us, the more accurate a picture we can build of your needs and expectations. Also, please attach any files, images or stationary that you feel may be of use. Make sure to use an additional page for any important details that are not covered in the questionnaire.

1. Contact etails

Your Name:	Required
Company Name:	
Phone:	
Email:	Required

2. Your Company

What are your main services?

Who are your customers?

3. The Website Objectives

What is the main objective of the site? In other words, what are the main reasons a user will visit the website? E.g. To access information, purchase products etc.

4. Brand Guidelines

Are there any existing brand guidelines we need to be aware of? E.g. Corporate colours, imagery, style, fonts etc

5. Creative Guidelines

What adjectives would you use to describe your company? E.g. Friendly, professional, innovative, safe, funky, smart etc.

6.1 Examples of sites you like...

What websites do you consider well designed and why do you like them?

6.2 Your competitors websites...

Please list the website addresses of any of your main competitors.

7. Site layout

Approximately how many pages will your site consist of and can you break down in to sections? E.g. Home, about us, services, clients, contact us.

8. Content management

How frequently will you need to update the site and why?

9. E-commerce

If you have any e-commerce requirements, indicate the size of your product range, the number of product categories and how many levels (on average) of sub-categories as well as the way you would like to accept payments.

10. Functionality

Please outline any services and functionality required, other than content management and e-commerce such as forums, guestbooks or flash.

11. Marketing - online and offline

Are you interested in using search engines to promote your website? What other marketing will you be using to promote the site?

12. Print / Branding

Do you have any additional print requirements? (Brochures, flyers, posters, business cards, letterheads).

13. Budget / Timescales

Is there a specific deadline for the site to go live? Do you have a budget we need to work to?

What happens next?

Once we have received the completed questionnaire, we will put together a proposal for you which will include an outline of features, pages, as well as timescales and of course, a cost. We will also include (if sufficient material has been supplied) several 'mock-up' images for you to have a look at. This can take from 1-7days.

All you need to do is simply read through the report to confirm that we have understood your needs correctly, informing us at this point of any changes that may be needed as well as your thoughts and views.

If after this you are happy to proceed, we will require a 50% deposit, upon which we will begin the production of your website.

Remember, we are on hand to answer any queries that you may have at any time by telephone, online chat or email.

Additional Information: