

# Web site design questionnaire

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**A brief description of what your business does:**

Do you provide:

- Products
- Services
- Both products & services

How many people do you employ in your business?

What is your approximate annual turnover?

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**Have you started trading yet?**

- Yes, how long have you been trading for?
  - No, when do you plan to start?
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**Describe the target market for your web site:**

- Consumers
- Businesses
- Both Consumers & businesses

Describe them in as much detail as possible:

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**Are they already using the Internet to find suppliers?**

- Yes
  - No
  - Don't know
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**Do you have products that you could sell online?**

- Yes
  - No
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**Do you (or will you in the future) need to recruit staff or find suppliers for your business?**

- Yes
  - No
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### **How do you (or will you) promote your business?**

- Networking
  - Referrals
  - Printed directory listings e.g. Yellow Pages or trade directories
  - Magazine/newspaper advertising
  - Direct mail
  - Telesales
  - Email
  - Search engine and directory listings
  - Search engine advertising e.g. Google Adwords or Overture
  - Advertising/referrals from other web sites
  - Your own web site
  - Anything else?
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### **Do you already have a business web site?**

- Yes – please write in the address:
  - No
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### **Do you have a graphic identity for your business? E.g. logo, stationery, brochures, etc.**

- Yes, already set up.
  - Not now, but will have in the future
  - No plans
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### **The key to a successful web site is in the content. What content do you want in your site?**

- |   |   |
|---|---|
| <input type="checkbox"/> List of products or services                       | <input type="checkbox"/> News   |
| <input type="checkbox"/> Product or service catalogue including details for | <input type="checkbox"/> Newsletter                                   |
| <input type="checkbox"/> each item  | <input type="checkbox"/> Press releases                               |
| <input type="checkbox"/> Ordering facility                                  | <input type="checkbox"/> What's new on the web site                   |
| <input type="checkbox"/> Payment facility                                   | <input type="checkbox"/> Links to other relevant web sites            |
| <input type="checkbox"/> Booking facility                                   | <input type="checkbox"/> A directory of businesses                    |
| <input type="checkbox"/> Calendar or diary                                  | <input type="checkbox"/> Search facility                              |
| <input type="checkbox"/> Information about the business – it's history and  | <input type="checkbox"/> Downloadable white papers or forms           |
| <input type="checkbox"/> structure  | <input type="checkbox"/> Ebooks                                       |
| <input type="checkbox"/> Client list  | <input type="checkbox"/> Message board or discussion forum            |
| <input type="checkbox"/> Testimonials                                       | <input type="checkbox"/> Chat room                                    |
| <input type="checkbox"/> Case studies                                       | <input type="checkbox"/> Blog   |
| <input type="checkbox"/> Project portfolio                                  | <input type="checkbox"/> Music or video                               |
| <input type="checkbox"/> Helpful hints or trade secrets                     | <input type="checkbox"/> Games  |
| <input type="checkbox"/> Articles   | <input type="checkbox"/> Password protected pages for clients/members |
| <input type="checkbox"/> User guides  | <input type="checkbox"/> only   |
| <input type="checkbox"/> Contact details                                    | <input type="checkbox"/> Job vacancies                                |
| <input type="checkbox"/> Enquiry form                                       | <input type="checkbox"/> Job application forms                        |
| <input type="checkbox"/> Mailing list subscription form                     | <input type="checkbox"/> Third party advertising                      |
| <input type="checkbox"/> How to find us instructions and/or map             |   |
| <input type="checkbox"/> Anything else?                                     |   |

**How frequently will you want to update it?**

- Daily
  - Weekly
  - Monthly
  - Quarterly
  - Less frequently
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**How confident are you (or your staff) about working with computers and the Internet?**

- Not very, e.g. you would want to outsource everything to do with building and maintaining your web site.
  - Medium, e.g. you might organise your own domain name, email and hosting, but would want a web site built and maintained for you.
  - Fairly confident, e.g. you would be happy to maintain a web site if you had a straightforward facility for doing so.
  - Very confident, e.g. you would be happy to build and maintain your own web site if you have the time.
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**Do you have the following resources:****Copy writing?**

- Yes – you or someone in your company has the time and skills
- No – you would have to outsource

**Photography?**

- Yes – you or someone in your company has the time and skills
  - No – you would have to outsource
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**Do you have a deadline for getting the site online?**

- Yes, date:
- No, preferred time scale: