

Web Design Questionnaire

Name _____

Company Name _____

Address _____

City, State, Zip _____

Phone _____ FAX _____

Email: _____

Domain Name(s) _____

Domain Registrar _____ Login: _____ Password: _____

Site Access for Existing Sites: Ftp login/user ID and password. : Site access codes are **required** to make changes to **existing** websites and will be kept in strict confidence.

Hosting company _____

Please provide all logins/passwords for blogs, shopping carts, ezines or other 3rd parties.

What are your expectations for this website? _____

Primary goal of the website is _____

Home Page Layout/Design Ideas _____

Navigation Preference: ___ Horizontal across the top ___ Left-hand vertical

How many pages will be on the site? _____

Site Navigation: Please list names of pages/buttons (i.e.: About Us, Services, Portfolio, Contact, etc.)

What is the experience that you want the visitor to have at your web site?

What is your call to action? (What would you like the visitor to do at your site?)

What special features do you want on the website? (Forms, shopping carts, ezine, blog, etc. Please indicate number of products, images & descriptions for shopping cart, which cart you plan to use and merchant account.) If there is a shopping cart, approximately how many items?

Two sites you like and why _____

Two sites you dislike and why _____

Two competitor sites _____

Three colors you like _____

Specify color choices from <http://visibone.com/colorlab/> _____

Three colors you dislike _____

Logo - Would you like us to match colors in company logo, business cards or printed materials? Please provide logo in the original format it was created and email to us.

How many photos or images will be in the site? _____

Would you like to choose stock photos from www.istockphotos.com ? Please list numbers:

Top three keyword phrases (what people will type in to find your website)

Other thoughts/ideas that will be important to the site design.
