

Client Interview:

Company Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Contact information

Contact Person: _____

Designation: _____

Company Details

Write a short description of your business.

What are the features of your products and/or services?

Is the company local, regional, national or international?

What areas do you want to specifically appeal to?

Who are your competitors?

Can you provide ___ business plan ___ Mission statement ___ values statement

Notable Clients:

What are the key ideas/concepts that you want to cover on the homepage?

What are your specific goals? Select:

- company/brand awareness
- product/services awareness
- product/services sales
- community building
- entertainment
- knowledge sharing
- internal communications

What are the budgetary constraints?

Future plans for the organization:

Target Audience:

Who do you want to see your site?

Will they be accessing your site via dial up or high speed connection?

What kind of internet access do you have? _____

What web browser do you use? _____

What is your target audience looking for?

What questions are your customers constantly asking you?

What can we include that would WOW your customers?

Web-designing Details

Do you have an existing graphic designer in your company? Yes/No

Graphic Designer's Name _____

Do you have an existing website? Yes/No

Would you like to use an existing logo? Yes/No

Do you have a copy of the logo (print/digital)? Yes/No

Do you have a tag line if so what is it?

How would you describe your business in one sentence to a family member?

Do you want to create a new website or redesign of an existing one?

What do you like about your competitors websites?

What do you dislike?

Is there any specific color scheme for the site?

Do you want your pages to be easily printable or do you want to offer PDF files of information rich pages?

How do you want your navigation bars to be? Horizontal/Vertical

Do you want your site to use only graphics, only photos, or both?

Are you interested in animation files?

Do we need to take photos of you, your staff, your services, or your products?

What are the schedule or deadline requirements?

Website Content

Please indicate your top 10 keywords and your top 10 keyword phrases.

If you want an E-commerce site, please explain what type of e-commerce solution do you require?

List all of the methods for payment options (money order, check, internet check, various credit cards, etc.) you would like to accept.

Would you like the site to be changed for each season?

Do you have any existing written materials we can start from?

What content will need updating and who will need to do the updating?

What unique content do you provide that other sites do not?

How do you plan to encourage feedback?

Will there be sensitive files that need to be protected?

Do you need a password protected area for dealers, members and/or downloadable content?

Template Specifications

What are you looking for - a template or non-template design for your website?

Do you have your own template? Yes/No

Do you want to have an exclusive template design? Yes/No

Following are some common components of a website. Please select which all you want to incorporate in your site.

- Home Page - do you want a splash page?
- Products and/or Services (Links on this page might be):
- Product Description/specifications / demos/samples
- Order Form
- Catalogs
- Prices
- Testimonials/ Galleries or reviews
- Shipping Information
- Purchasing/ Shopping Cart/Dealer List
- Product features & benefits. Tips and Tricks
- Parts list, schematics, assembly instructions
- Warranty & Return Policy
- Informational Pages
- Guest Book
- About Us/Contact Us
- Privacy Policy
- Free stuff - screensavers, wallpaper, contests, polls. referral form (Giving your visitor a reason to return.)
- FAQ
- News and Events or other regional information
- Glossary of terms or Interesting Facts
- Articles/newsletter
- Links
- Customer Service
- Book Store

Domain Details

Company's website URL: _____

Hosting Company: _____

Do you have an existing domain name? Yes/No

Domain Name: _____

Domain Registration: _____

User Name: _____

Password: _____

