



## Website Planning Questionnaire

1. What types of products or services does your business offer?

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2. Who are your current customers?

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3. What are the demographics of your largest customer base? (age range, profession, male or female, hobbies, etc.).

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4. Where are the majority of your customers located? (local, regional, statewide, multi-state, etc.)

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5. Who do you want to reach with your website?

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6. Who are your major competitors? What are their web addresses?

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7. What is the general purposes for your website?

(improve company image, sell products online, gathering qualified sales leads, increase support and donors, etc.)

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8. What are your goals for your website? (In the first six months reduce customer service workload by 30%, generate \$50,000/year in online sales, generate 20 qualified leads per month, etc.)

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9. If you have an existing website, are there problem areas that need attention?  
(Poorperformance, graphics, design, outdated content, etc.)

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10. What ideas do you have concerning the overall “look and feel” of your company’s website?

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11. Does your company have a style guide with designated colors, fonts, graphics, etc?

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12. List three websites that appeal to you and explain why.

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13. What is the time frame for having your website up and running?

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14. What is the budget range you are working with?

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15. Describe any preparation you have already made in anticipation of a new or re-designed website.

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16. Do you currently have any marketing materials? (annual report, brochures, catalogs, videos, etc.)

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17. What type of interactivity are you interested in incorporating into your website?  
(Streaming video, shopping cart, email response form, searchable database, visitor survey, etc.)

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18. What information on your website will need to be updated on a regular basis? How often?

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19. What is your company's domain name (ie: consistentimage.com)? If you do not have a domain name we can assist you in registering one.

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20. Other comments or questions:

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