

Web Site Questionnaire
C&E Specialties, Inc

Your Website

This should help you narrow down and establish your goals and business needs best suited for your online presence.

MESSAGE/GOALS:

1. What is your business and how will your web site advance it?
 2. What do you envision?
 3. What message is the web site suppose to convey?
 4. Who is the primary audience for the web site?
 5. What is the primary age group of the audience?
 6. What are their professions, disciplines, and interests?
 7. What are the secondary goals of the web site?
 8. Is this an informational site or an avenue for Internet-based marketing or revenue?
 9. What subjects, in order of priority, do you want to cover on the web site?
 10. Describe at least five separate areas of subject matter and describe in detail what's unique about your business or organization.
 11. What design elements - colors, graphics, kinds of animations, size of logo, consistency of identity, and content parameters - would you like?
 12. What elements do you feel will be the most effective and why?
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PERCEPTION:

1. Use three adjectives to describe how your site should be perceived by the user (examples: conservative, progressive, friendly, formal, casual, serious, experts, humorous, service-oriented, professional, etc...)
 2. Is this different than current image perceptions?
 3. What do you feel is the biggest challenge in getting your image across to people?
 4. Describe any visual elements or styles which can be utilized from existing marketing materials or collateral.
 5. How is your business or organization perceived? Do you wish to carry through the same kind of message through out your web site?
 6. List URLs of sites you find compelling. What do you find the most interesting about these sites?
 7. List URLs of sites you do not like. What do you dislike about these sites?
 8. List URLs of competitor sites and briefly state what you like and dislike about their overall site.
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ACTION:

1. What is the primary action you wish your target user to take from the main page of your site? (examples: download, browse, move along a specified path, email, order, explore, click button, call, etc...)
 2. What is the primary action you wish your target user to take before leaving your site? Is it the same action? If not, describe why.
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CONTENT:

1. Will this site use existing content? If so, what is the source and who is responsible for approval?
 2. What is the basic structure of the content, and how is it organized? (Flowchart or diagram?)
 3. What elements do you see as “globals” or appearing on every page within the site?
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TECHNOLOGY:

1. What is your target platform and browser? (examples: Windows, Mac, Linux, Internet Explorer, FireFox, Safari, etc...)
 2. Are there any specific adaptive technologies you would like to utilize? If so, how will they enhance the user experience? Please describe in detail.
 3. Will you have database functions? Do you already have a database in place? Please describe in detail, including specific information about programs and software.
 4. Will you have the need for any secured transactions (e-commerce)? Please describe in detail.
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MARKETING/UPDATING:

1. Briefly, what are your short-term marketing goals (in the next 2 years)?
 2. How will this site help to meet your goals?
 3. Do you have an existing or planned marketing strategy in mind to promote this site? If so, please describe.
 4. What do you feel is your number one communication problem? (examples: change image, increased customers, promote business or organization, etc...)
 5. What methods of distributing the URL already exists within the business or organization?
 6. Do you intend of keeping the site updated? If so, who is responsible for updating and providing content?
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SEARCH ENGINE LISTINGS:

1. Would you like your site listed in the major search engines?
 2. Please list your key words and key phrases that your users will search on to find you.
 3. We need a list of competitors or similar sites. Do a search as if you were looking for your site. What sites come up at the top of the search engines?
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ADMINISTRATION:

1. Who are the primary contacts from your organization and who has final approval on the project? Please list names, titles, email addresses and phone numbers.
 2. What is your target launch date for this site? What are the factors surrounding this deadline?
 3. Do you have a domain name in mind? Is it already registered? Do you own it? Do you have a host?
 4. What are your budget limitations? Can this project be broken into a phased manner to help meet your goals?
 5. Would you like the ability to update and maintain the site yourself?
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ADDITIONAL NOTES/COMMENTS: