Website Design Questionnaire

Thank you for trusting *Start-up Web Design* to start your business right by building your online presence with a website to suit your needs, budget and, most importantly, attract your potential customers.

Before we begin designing your website, you will be required to send us all content, images, graphics, logos, etc. exactly as it will be used on the website. You must provide license information in writing for any images you will use on your website that you do not own personally. We do reserve the right to offer suggestions on content to correct any typographical/grammar errors and/or to ensure your content flows easily, per your final approval.

Payment for the Initial Website Design fee for either the Expert Package or the Corporate Package must be received before we begin the design of your website.

BUSINESS DETAILS

Contact Name:_____Title:_____

Company Name:_____

Address:_____

City:_____State_____Zip_____

Phone Number:_____

Cell Phone Number:_____

E-mail Address:_____

Current Website Address (*if applicable*):_____

Any additional information:_____

_____

OBJECTIVE

Briefly describe your objective for this website. (*i.e. generate sales, company products/service, etc.)*

_____

_____

_____

_____

_____

What do you see as your most important call to actions you want potential customers to do when they visit your website? (*i.e., make appointments, download documents, upload documents/images, etc., buy products, etc.*)

_____

_____

VISUAL AND FEELINGS

Describe in a few sentences the visual sense and feelings you would like your website to evoke and what branding you would like to express. (*i.e., friendliness, excitement, humor, professionalism, reliability, etc.*)

_____

_____

_____

If possible, list a few websites you have visited that are similar to your business that you really liked and why.

_____

_____

_____

CONTENT

Please list several keywords or key phrases that you think potential customers would type into a search engine when looking for your type of business.

_____

_____

_____

What main information and/or images would you want to appear on your website on every page, normally in the footer? (*i.e., address, phone number, association memberships, etc.*)

_____

_____

_____

Please list all website pages you would like to include on your website. (*i.e., Home, Services, Products, Contact, About, etc.*)

_____

_____

_____

For the Contact page, what elements would you like listed? (*i.e., company name, address, phone number, e-mail, etc.*)

_____

_____

_____

Please e-mail all text in a Word document for each page to: startupwebdesign09@gmail.com. If you would prefer to upload the documents (maximum size of 20 MB), please go to our website at: www.start-upwebdesign.com and go to the Contact page.

Please e-mail or upload all photography/images, and multimedia (i.e., video, sound, music (mp3, etc.) you would like to use on your website. Please include what page each photo/image is to be used and the purpose. Use the same e-mail or upload instructions as stated above. Again, for uploading, if any of these items are larger than 20 MB in size, they will need to be e-mailed. Digital photos/images must be at 72dpi and sized no larger than 2000 pixels.

Do you currently have a logo? _____ If not, we can design a simple logo for you for an additional $100 if you purchase the Expert Package. Simple logo design is included in the Corporate Package.

Do you currently have a registered domain name? _____ If yes, what is the domain name?

_____

Who is your domain registered with? (*i.e., register.com, GoDaddy, etc.*) _____

_____

If you would like e-mail addresses associated with your website, what addresses will you need? (*i.e., info@yourcompany.com, yourname@yourcompany.com, support@yourcompany.com, etc.*) List all that would apply.

_____   _____

_____   _____

_____   _____

Any additional information we need to know right now to get started?_____

_____

_____

_____

Thank you!