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## Web site questionnaire

### Contact Info

Name:

Phone:

Email:

Name of Company:

Address:

Phone:

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### Your Business

Does the company already have a web site?

Does the current site need to be redesigned?

List all URL's if applicable:

What is the nature of your business?

List words or phrases that best describe your business or products:

What is the slogan or catch phrase for your business?

Please write a description of your business that you want displayed as the main description and used in search engine submissions. Clearly and concisely describe what you offer, to whom you offer it and why they should consider you.

What makes you better than your competition? Why should someone use your site or purchase from you instead of them?

What are the benefits of your products or service?

What is your budget range for your website?

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## The Web Site

What would be the purpose of the web site? (in order of importance)

How regularly do you intend to update the site?

What are the demographics of the audience you are trying to reach?

List a series of web site URL's with designs or schemes that appeal to you and list why:

List some of your competitors web site URL's:

Do you need domain registration?

If so, what are your desired URL's?

Do you require hosting? If so, what level?

Do you require e-commerce?

Do you require any transferring of domains or hosting services?

Please list and gather any existing materials and information that you think would be helpful in building your new web site:

- Photos
- Brochures
- Business Cards
- Flyers

- Product Shots
- Price and/or Parts List
- Frequently Asked Questions
- Shipping and Handling Charges and Constraints
- Guarantees/Warranties
- Testimonials and Endorsements
- Bios
- History
- Awards/Certifications
- Other

What are all the different ways you would like visitors to be able to contact you?

List 6 to 8 major topics you would like your visitors to be able to choose from:  
(i.e. Products, Services, Information, Contact Us, Galleries, etc).

Do you require your site to be submitted to the top search engines?

Are there any other special requirements?