

Introductory web questionnaire

The following questions are designed to help you think about some of the important issues involved in creating a new website.

At this stage they are very broad in nature, and are simply designed so that in our initial meeting we are able to talk in detail about the specific requirements of your project.

1. Objectives/goals

What are the objectives of the site?

e.g. Sell widgets, services to clients, brand presence etc....

- Will these objectives be fixed or will they change as the site develops?
- How will you measure the success of these goals?

Who are your target audiences?

2. Design

The best way for us to determine what you like and what you don't is for you to lead us to other sites you like and don't like. Therefore please list around 5 of each, giving as much detail as possible as to the reasons for this. We suggest you include a few sites in your industry but do not limit it solely to this sector.

Sites you like:

- 1.
- 2.
- 3.
- 4.
- 5.

Sites you dislike:

- 1.
- 2.
- 3.
- 4.
- 5.

3. Content / structure / functionality

Do you have a clear idea about the content of the website?

One of the first things we will need to draw up between us will be the definitive sitemap. A sitemap is basically a hierarchical view of all content in the site in tree format. It would be helpful if you could start this process off by thinking about the content you might require. I have provided an example below of how simple this can be at this stage.

Please note this is purely an example.

- Home
- About us
 - Who we are
 - Our philosophy
 - Etc...
- Our widgets
 - Widget 1
 - Widget 2
 - Etc...
- Information
 - News
 - Events
 - Press releases
 - Videos
 - Document library
 - Etc...
- Contact us
- Help
- Etc.....

Are you clear on all the options available to you in terms of functionality?

This just involves considering all possible options available to you in terms of functionality for the site. This would include anything you see possible on the web such as:

- News boards
- Events calendars
- Site search
- Document library
- User forums
- Blogs
- Video feeds
- Secure areas (i.e. users require username and password to access)
- Etc....

Are there any special requirements for the site?

e.g.

- Maybe some content needs to be accessed only by a username and password?
- Maybe some content requires the user to accept a set of terms and conditions before they can access it?
- Maybe content needs to be split up between your different audiences
- Etc.....

4. Ongoing needs

How will you most efficiently manage the site once it has been launched?

All our sites come with CMS systems (content management) which allow you to edit pretty much anything in the site, meaning you are not reliant on us to keep the site up to date. That said some clients prefer to leave this work to us, and we are more than happy to fulfil this role.

How will you attract visitors to your site?

Getting traffic to a site (search engine optimisation) is a very large subject area beyond the remit of this introduction. At this stage we really just need you to think about how important this is to you and how you might want to go about this in the medium to long term.

This can range from putting no real effort into generating traffic from online means (i.e. all your traffic will be generated by offline marketing), to a full on attempt to tap into online traffic streams via things like search engine optimisation and online marketing.

Note we will discuss this in detail with you in the initial meeting.