

## Questions About Your Proposed Website

These questions are intended to help us define what you need in your website, and the scope of the work that may be necessary. There is no need to answer all the questions; some options may not be relevant or necessary.

### Prospective Client

Name:

Company:

Position title:

Phone:

Fax:

Mailing Address

City:

Province:

Postal code:

Email address:

Present web address (URL), if any:

### I. Site Scope

- a) Why do you want a website?
  
- b) What do you want the website to do?
  
- c) Who is your target audience?

## 2. Company Details and Competition

- a) Who are your current customers?
- b) Why do your current customers buy from you?
- c) Who are your main competitors? (name, website)
- d) Of those, which competitor's sites do you like and why?
- e) What competitor's site do you dislike and why?
- f) What do they do better than you?
- g) What do you do better than your competitors?
- h) Does your company presently budget for marketing?
- i) How have you previously marketed your company?
- j) Will you have advertising on your site?
- k) Will you advertise your company on other websites?

### 3. Plan of Web Site

- a) Do you have a site layout in mind?
- b) Will your site offer interactive features to your visitors?
- c) Have you decided or thought of what the main categories or sections of your site will be?

### 4. Content and Site Maintenance

- a) What type of content will be on the site?

*(for example: images, text, catalogue entries, prices, promotions, testimonials, blog entries...)*

- b) Where will the content of the site come from?

*(for example: internal, purchased, licensed via Creative Commons, public-domain... )*

- c) What parts of the site will need to be updated?
- d) How often will the site be updated?
- e) Who will be doing the updates?
- f) Will the people doing the updates require training?

## 5. Users and Access

- a) Will the site have multiple users requiring different levels of access?

*(for example: customers, subscribers, writers, editors, managers, administrators... )*

- b) Will there be multiple users adding content to the site?
- c) Will there be multiple users administering the site?

## 6. Domain Names

- a) Do you have an existing domain name?
- b) If no to a), will you want one?
- c) What top-level domain are you or will you be using? Is it one with a restricted membership? (For example, the .ca domain is restricted to Canadians.)

## 7. Web Hosting Accounts

Do you currently have any publicly-accessible content on the web?

- a) If yes, is it hosted in a personal or shared account, or a business account?
- b) If no, will you need to arrange for web hosting?
- c) Do you plan to use predefined templates to lay out your website?
- d) Do you plan to use a hosting provider specialized for your field or service?

## 8. Social Media Accounts

- a) Do you have accounts on social media services, such as Instagram, Pinterest, Twitter or Facebook?
- b) Will these accounts need to be updated with the website?
- c) If yes, who will be doing the updates?

## 9. Email Services

- a) Do you have an existing email address?
- b) If no to a), do you plan to get one?
- c) Do you plan to use a company domain for email?
- d) Do you currently send newsletters or other material to subscribers via email?
- e) If yes to d), do you currently use an external email broadcast service?
- f) If no to d), do you plan to?

## 10. Logos and Marketing

- a) Do you have a logo? If not, do you have any thoughts about a potential logo (direction, likes, dislikes)?
- b) What colours do you have in mind (for both website & logo)? Do you have existing colours in other areas, such as a shop or uniforms?
- c) Do you have any existing print materials (business cards, mailers, pamphlets)?
- d) Do you plan to use any online analytics services for observing how users use your website?

## 11. Shopping

- a) Do you plan to take orders or sell merchandise or services on your website?
- b) If not, what contact information (location, phone number, email, etc) do you wish to provide for orders and order-related concerns?
- c) If so, will you be providing a catalogue of products or services?
- d) Do you wish to accept payments through your website?

## Notes