

WEBSITE QUESTIONNAIRE

1) Website Navigation Layout: Please make a list of all products and services that you would like to have as categories and/or navigation buttons on your website.

Categories to include on your website (be as complete as possible):

2) Current Website: Do you currently own a website?

If **YES**, please include:

The web (URL) address _____

FTP information _____

User name _____

Password _____

An example would be: www.mybusiness.com

If you have a domain name that you've purchased that you would like to use for the new website, please list it here:

If **NO**, please choose 5 domain names that you would consider. Your choices may already be taken. You can check www.instantdomainsearch.com for availability. Just start typing and you'll know instantly if what you are searching is available.

You can either register this yourself, or we can register them for you. We charge \$25.00 for each domain name registered.

3) "Contact Us" Section Of Your Website: What are all the different ways visitors can contact you? This information needs to go into the Contact Us page.

Name _____

Fax _____

Phone _____

Cell? _____

E-mail addresses? _____

International offices? _____

List hours of operation, time zone (PST, EST) and days closed. _____

4) Search Engine Identifier Word And Phrases: List 20 words or phrases that describe your business. Pick words/phrases relevant to your business. List all keywords that would link search engines to your website -- phrases should be both specific and general.

5) Description: Write a 25 word description of your business to be displayed and used in search engine submissions. Describe what your business offers, to whom it is offered and a succinct reason your business should be considered.

6) Marketing Slogan: Do you have a business slogan or catch phrase? What is it? If you don't have one maybe it's time to come up with one perfect for your business.

7) Website Goal/Objective Questions: If you currently have a website, how many visitors do you receive each month? Do you know? Regarding the new site, what are your goals and objectives? What do you want the website to accomplish for you?

8) Design Questions: List e-mail addresses you want associated with your domain name (i.e. - info@webdesign.com, sales@webdesign.com, support@webdesign.com).

9) Email Forwarding: If you want e-mails forwarded to an existing e-mail address, like Joe@aol.com, then let us know what those names and addresses are. We can have the e-mails forwarded; you must list all the members of your company that will be having e-mail addresses.

Example:

Sales@concreteweb.com will be forwarded to Joe876@AOL.com

10) Template Design:

Do you have examples of websites that fit closely with what you are trying to achieve for your site? Think about this from the standpoint of graphical design (i.e. colors, logos, etc..) and also functional design (i.e. document modules, flash design, moving pictures and text, etc.).

11) What color scheme do you want to use?

12) Other Materials: Please list and gather any existing materials and information and provide all this text in digital format. If you don't have items stored digitally, you can send a hard copy. Items including, but not limited to:

Photos (Digital format, JPG, BMP, TGA, TIF,) before and after images

Text in MS Word Format

Brochures, Quark or Illustrator format.

Product shots

Product samples

Press releases

Price and part lists

Frequently Asked Questions (FAQs): Make a list of all the questions that you are usually asked about decorative-concrete in a question and answer format. You should think of these ahead of time so they can be entered into the FAQ sections. These can also be added at any time in the future.

Shipping and handling charges and constraints if this applies

Warranty policies, Guarantees, etc.

True and believable testimonials (clients, industry figures, pros) ask for them with quantifiable results ("I Love my new driveway.")

Endorsements from known sources

Photos of yourself, staff and location

13) Photography: Do you have any custom photography to be included on your web site? Do you own all the photography and have copyrights to all the images you are using? Remember to include copies of those.

14) Links: List any existing websites you want linked in your site. These should be sites that are related to your site and not direct competitors. Sites should be those whose services you use or that provide service or information useful to your target audience. Sites that cross-link with each other may increase both businesses targeted traffic.

15) Company Contact: Who is the contact to interview regarding the design of your company's website? What positions of responsibility do they hold? Who is a person that will be in charge of the website and has access to all the information that will be needed for the website?

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