

WEBSITE QUESTIONNAIRE

Tell us a bit about you and your company

Your Name: _____

Company name: _____

Address: _____

Postal Code: _____

Mobile: _____

Email: _____

What does your company do?

Let's get down to business:

Do you have a URL in mind for your website? _____

Do you need us to buy your domain? Yes No

What's your deadline for this project? (dd/mm/yy) _____

The next few questions will help us understand exactly what you're after with this site.
Go ahead, tick as many as you need to:



I want this site because:

- I need to build awareness for my brand
 - I need to offer a contact point to my clients
 - I need my company to have a better image online
 - I need to sell my product/service through my site
 - I need to use it to build customer loyalty
 - I need to reach people in many languages
 - I need somewhere to promote my latest product/service
 - I have my own reasons: _____
-

My site will be built to target:

- Kids & teens
- In their 20s
- In their 30s
- In their 40s
- In their 50s
- Senior citizens

My clients come to me because:

- I offer excellent service
 - I have the best products on the market
 - I have the best prices on the market
-

Do you want to expand your target audience in a certain direction?

More specific features of your customers



Some words about your company:

Subsidiaries _____

Average number of employees _____

Someone's searching the web for your business. What words or phrases will they search for in Google?

What is it that makes your products or services unique on the market?

Do you have any proof that your solutions are better than your competitors?

Your new website would need to include:

- | | | | |
|------------------------------------|--------------------------|-------------------------------|--------------------------|
| Online magazine / blog / forum | <input type="checkbox"/> | Customer Login | <input type="checkbox"/> |
| Image slider | <input type="checkbox"/> | Intranet system | <input type="checkbox"/> |
| Image gallery | <input type="checkbox"/> | Newsletter system + Opt In | <input type="checkbox"/> |
| Social network integration | <input type="checkbox"/> | Information/ request forms | <input type="checkbox"/> |
| Registration form | <input type="checkbox"/> | Upload / download portal | <input type="checkbox"/> |
| Search panel | <input type="checkbox"/> | Additional requirements _____ | |
| Separate, dedicated landing page/s | <input type="checkbox"/> | _____ | |

Provision of copy, images & other resources:



Help us out here - Will you be able to provide the following resources?

	Yes	No	N/A
Stock photography			
Company photography			
Other Artwork/ Illustrations			
Product Photos			
Product Descriptions			
Copywriting text			
Professional logo			
Graphic design			
Other print collateral			
Metatags/ description			
Font Licenses			

Moving on to the pretty stuff..

Design Elements

	Yes	No
Does your company have a logo/established image & branding guidelines (e.g. fonts, colour schemes etc)?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have print materials (such as business cards or brochures) that we need to match?	<input type="checkbox"/>	<input type="checkbox"/>

Is there anything else you'd like to tell us?

Optional Features, Next Steps, After Handover..



Costs and Optional Services

Please confirm you are ordering the Essential ECommerce Website?

\$5,970 + gst

Yes

No

Would you like us to design a new logo & brand package?

\$297 + gst (valued at \$970)

Yes

No

What will happen once we deliver the site?

Would you like us to update your site?

Yes

No

If yes, how often do you require updates?

Weekly

\$140 / mth (usually \$180 / mth)

Includes cms & plugin updates
+ 1 content update per week
(note - product updates not included)

Monthly

\$40 / mth (usually \$50 / mth)

Includes cms & plugin updates
+ 1 content update per month
(note - product updates not included)

Do you require regular updating of your products?

If yes, we will send you a questionnaire and prepare a custom quote based on the frequency and volume of changes required.

Yes

No

Would you like to book a dedicated training session for your employees to learn to update the site?

Cost included (valued at \$400)

Yes

No

**That's all we need for now.
Thanks for taking the time to complete this form.
You will receive an email shortly.**

DON'T FORGET TO HIT SAVE & SEND >

Please complete all fields, click print, change destination to 'Save As PDF', Save and Return to:

dee@rothmannscreative.com