

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

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**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?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**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?**

\_\_\_\_\_  
\_\_\_\_\_

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**Your new website would need to include:**

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

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Provision of copy, images & other resources:



**Help us out here - Who will provide the following resources?**

	<b>Us</b>	<b>You</b>	<b>N/A</b>
Stock photography	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Company photography	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Artwork/ Illustrations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Translation costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Copywriting text	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professional logo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Graphic design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other print collateral	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Metatags/ description	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Font Licenses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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**Moving on to the pretty stuff..**

**Design Elements**

	<b>Yes</b>	<b>No</b>
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"/>

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

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## Costs and Optional Services

Please confirm you are ordering the High Performance website?

\$3,870 + 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?

If yes, how often do you require updates?

**Weekly**

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

**Monthly**

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

**Other** \_\_\_\_\_

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