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Web Design Questionnaire

The questions below are provided to help you define the structure, scope and purpose of your new website. This is a very important step that must be completed in order for us to create a comprehensive quote, site plan and implementation timeline. Don't worry if you can't answer every question. Some questions may not be applicable for your project. Others may require further discussion. Required fields = *.

General Contact Info

Name: *

Company Name: *

Email Address: *

Phone Number: *

Website Strategy

What is the mission or purpose of your business or organization?

What is the primary message that you want to communicate to your site visitors?

What do you want site visitors to be able to do when they come to your site?

Target Audience / Industry / Demographic

Who is your target audience? (Age, gender, interests, locality)

List your primary industry(s):

Who is your competition? (Provide web addresses if possible)

Look & Feel

First impressions are very important. What IMAGE do you want to project? (check as many as apply)

Traditional?

Serious?

Contemporary?

Corporate?

Conservative?

Personal?

Formal?

Friendly?

Casual?

Expensive?

Cutting edge?

Minimalist?

Are there existing graphics, logos or photos that need to be integrated into the design of the website?
(Please explain)



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Content Development

Have you developed a content strategy or content outline for your site?

Is the content written?

Do you need help in developing, writing and/or editing the content for your web site?

If your site outline is done, how many sections do you have, and about how many pages in each section?

If you are selling multiple products and/or services, how many will be on your site?

What keywords would someone type into a search engine to find you?

Functionality

What special functions will you need for your web site? (contact/feedback forms, shopping cart, customer portal, multimedia files, etc.)

Traffic Analysis & Reporting

Do you currently track and analyze your site's traffic?

If yes, which analytics program do you use?

If no, would you like the ability to record and analyze visitor traffic and behavior?

Search Engine Optimization & Internet Marketing

Are you interested in achieving higher rankings in search engines?

Have any SEO efforts been executed on your site previously?

Have you ever submitted your site to search engines?

Would you like us to provide cost estimates for any of the following internet marketing strategies? (check all that apply)

Regularly monitor your company's online presence

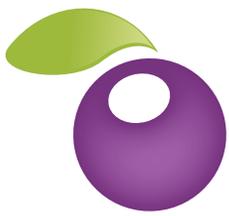
Submit your site to website directories/industry buyer's guides

Search Engine Advertising (Google Adwords, Yahoo Ads, etc.)

E-mail Marketing / E-Newsletters

Have a Corporate Blog or Participate in Industry Blogs

Have a Corporate Forum or Participate in Industry Forums



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Timeline / Domain Name & Hosting / Maintenance & Updating

Desired website launch date?

Have you registered a domain name?

If yes, what is it?

Have you set up hosting for your site ?

Do you plan to maintain and update your site in-house?

Would you like us to provide you with a price for ongoing website maintenance?

Other Web Sites

Please list a few web sites that appeal to the same target audience or communicate an image or style that is similar to what you want.

Would you like us to send you a free quote based on the information in this questionnaire?

How/Where Did You Find Us:

J A G O D A T A B O N E

email jagoda@jberrymedia.com
website www.jberrymedia.com
mobile 780.289.9952