



New Website Questionnaire

The process of building a new website can be an intimidating experience. Fire Pixel created this document to help in the creative and developmental process of your project. The purpose is to help us get a clear idea of the design, structure and navigation of your website.

I. General Information

Company Name:

Contact:

Title:

Phone:

Email Address:

Existing website address (if applicable):

Desired completion date:

II. Website Objectives

1) What is the purpose of your website?

2) Who is your target audience?



3) How will the website serve your visitors / users / clients?

4) What are the “actions” users should take when visiting your website?

5) Do you plan to run any email or other promotional campaigns along with your new website?

III. Market Research

1) Who would you consider top 3 competitors? Describe why you like or dislike their websites.

2) List a 5-10 common search terms that are a good fit with your business and identify any long tail or unique search terms associated with your business (brands, unique services, etc..).

IV. Content Design and Function

1) How should people describe your new website?

- | | | | |
|--------------------------------------|---------------------------------------|-----------------------------------|--------------------------------------|
| <input type="checkbox"/> Clean | <input type="checkbox"/> Calming | <input type="checkbox"/> Bold | <input type="checkbox"/> Bright |
| <input type="checkbox"/> Trustworthy | <input type="checkbox"/> Elegant | <input type="checkbox"/> Friendly | <input type="checkbox"/> Mainstream |
| <input type="checkbox"/> Organic | <input type="checkbox"/> Cutting Edge | <input type="checkbox"/> Fun | <input type="checkbox"/> Traditional |

2) Do you currently make use of a color scheme? If yes, do you wish to continue use of this color scheme on your new website?



3) Do you currently have branding in place that you would like your site to reflect?

4) Do you have pictures prepared? If not, do you require photography services?

5) Do you have written content prepared? If not, do you require the services of a copy writer?

6) What function would you like your website to perform for your business? (reach potential clients, provide information, serve as a resource for existing clients, etc..)

7) What kind of functionality would you like to see in your new website?

- | | | |
|--------------------------------------|--|--|
| <input type="checkbox"/> Web Forms | <input type="checkbox"/> News | <input type="checkbox"/> Streaming Video |
| <input type="checkbox"/> SEO | <input type="checkbox"/> Events / Calendar | <input type="checkbox"/> E-commerce |
| <input type="checkbox"/> Site Search | <input type="checkbox"/> Blog | <input type="checkbox"/> Downloads |

V. Technical and Maintenance

1) How often would you like to be able to change your website?

2) Do you have anyone 'in-house' who will be able to update your website content?

3) How many email accounts do you currently use? Are your emails stored locally or on your website server?