

Background and Goals:

Name: _____

Company: _____

Address: _____

Phone #: _____ Fax #: _____

Current website address: _____

Email: _____

Primary Contact: (group or individual) _____

 Email: _____

 Phone: _____

Decision Makers: (group or individual) _____

1. What is the primary purpose of this project?

2. What are the basic goals of this web site?

- Educate about your company, service or product
- Sell products, services or information
- Produce new, qualified leads
- Provide detailed product info
- Provide information to customers (Answer Frequently Asked Questions)
- Keep customers current
- Improve customer service
- Reduce your overhead (printing, postage, etc)
- Leverage other advertising
- Build an email list
- Increase image/prestige of your business
- Improve current website results
- Professional management of existing site
- Other _____

3. How will you measure the success of the web site?

4. What is the single most desired action for a visitor to take while at your website?
 - Make a purchase
 - Call a phone number
 - Fill out a form
 - Sign up for mailing list
 - Request a free report
 - Choose your company over a competitor
 - Other _____
5. What kind of deadlines are you working with?
6. Describe and/or provide any work that has been done toward designing/redesigning the new web site.
7. Please note any existing marketing materials (brochures, advertisements etc)
8. Do you have any graphics requirements (logos, other artwork, and fonts) or issues.
9. What is your existing catch phrase or slogan (if any)?
10. What things are you doing manually right now that you would like the web to handle?
11. Do you have any plans on how to promote the site to your audience/customers?
12. What budget limit would you like me to work to?

eCommerce Information If You Will Be Selling Online

1. What types of products will be sold from the site?
2. How many categories/subcategories of products are there?
3. How many products will be sold from the site?
4. How often will they change?
5. Do you have photos or electronic images of your products?
6. Do you need real time credit card or check authorization?
7. Do you currently have a merchant account? Does it allow online orders?
8. Describe any existing order fulfillment or product update systems in place that the web site would need to integrate with.
9. Will you accept International orders or US orders only?

Audience, Content, and Functionality:

Audience:

1. Describe your target market:
2. Is your business geographically constrained? If yes, please describe the geographic region you would like to target.
3. Check all that apply to your audience:
 - Web Savy
 - New to the internet
 - Under 20
 - Age 20-30
 - Age 30-40
 - Age 40-50
 - Over 50

Content:

1. How often will you add new content or change the existing content?
2. Do you have regular specials or discounts?

Functionality:

1. What functional requirements do you believe to be necessary?
 - Online store
 - Online catalog
 - Download areas
 - Testimonials
 - Provide articles to visitors
 - Provide map or directions
 - Provide links to other websites
 - Events calendar
 - Online registration
 - Content publishing
 - Other _____
2. Describe any security issues:
3. Do you have a domain name / hosting?
4. What are your long-term plans for the site?

The Look & Feel of Your Site

This part of the profile is very important. The more work you put into it, the more your project will benefit.

1. Find the highest quality web sites (more is better) that relate to your site in the following categories (list them below each category):
 - List three of your **competitor's** sites:

 - List websites that have **similar colors, look-and-feel, user interface, layout** similar to what you are envisioning your site to look like:

 - List websites that contain the **type of features and functions** you would like:

 - List websites that have **good content** quality:

 - List websites that have the kind of **graphic quality** you are after:

 - List your **overall favorite sites** (for whatever reasons):

2. List any ideas you have for your website that you haven't seen done before.

3. Is there anything else you would like us to know regarding your project?