

Website Questionnaire

This project worksheet will help us understand your organization, your needs, and goals and objectives of your website. It will also help you assess and clearly formulate your ideas regarding the project. This information will form the basis of our proposal and will be a key factor in the success of your website.

When you've completed this questionnaire, email the document to info@bracewellwebworks.com or fax it to us at (877) 868-4509.

GENERAL INFO

Your name:

Contact telephone(s):

email address:

How did you hear about us? (check all that apply):

- On-line Forum I was referred by a friend or colleague
 I found you from a search engine Other?

Who are the primary contacts from your organization and who has final approval on the project?

Name	Position	e-mail	Phone #	Role in the project

ORGANIZATION AND INDUSTRY INFORMATION

Tell us about your company, its size, history, products, and position in the market in one short paragraph.

Give us the full company name, its correct spelling, possible abbreviations, the common name to be used throughout the site, etc.

Which parts of the country or world do you currently service, or would like to service?

Describe your field of operation and your business directions.

List the key points of your marketing message, your advantages, anything else you would like your potential customers to know about you in the first place.

Who are your customers?

Describe your target audience, if possible, including their age, sex, social status, income etc.

YOUR WEBSITE DOMAIN

Have you registered a domain name?

No Yes (please specify it):

Note: we recommend GoDaddy (<http://www.godaddy.com>).

WEB HOSTING

Will you need web hosting?

Yes No

If "Yes," will you need email addresses, and how many?

Yes, at least ___ number of email addresses

YOUR WEB SITE

What is the aim of developing this website?

Is it the first version, or are you looking to redesign your existing site? If you want your site to undergo a redesign, describe the things you don't like and wish to see corrected. What are the practical goals you want your site to achieve?

List any results you would like to reach by developing and launching this website.

This could be boosting your sales, increasing brand recognition, drawing more visitors to your web-site, increasing customer base etc.

List 3-5 sites you like.

It is desirable that these sites represent your business sphere. Try to mention why you like these sites, and note possible disadvantages, if any.

List several sites you don't like.

Try to go into detail concerning the features and qualities of these sites you find disadvantageous, and the possible reasons.

Please list the sections your new site is supposed to have.

Check the fields which correspond to your vision, or use the text field to give a free description.

- About Us
- Services
- Products
- Online store
- Prices
- FAQ
- Blog
- Contact information, location, feedback form
- Other – please describe

Are there any features you want on your site that we need to know about?

- | | |
|---|---|
| <input type="checkbox"/> membership area | <input type="checkbox"/> custom forms, i.e. feedback (please specify how many if known) |
| <input type="checkbox"/> member file uploads | <input type="checkbox"/> complex or intricate design |
| <input type="checkbox"/> classifieds | <i>(please give examples)</i> |
| <input type="checkbox"/> photo gallery | |
| <input type="checkbox"/> forum | |
| <input type="checkbox"/> slideshow | <input type="checkbox"/> drop down or fly out menus |
| <input type="checkbox"/> videos | <input type="checkbox"/> newsletter signup |
| <input type="checkbox"/> calendar | <input type="checkbox"/> social marketing / bookmarking integration (Facebook or Twitter feeds) |
| <input type="checkbox"/> RSS feeds | <input type="checkbox"/> other |
| <input type="checkbox"/> donate button (using PayPal) | |

Does your site need to be multilingual? If yes, what languages?

Give us your idea of the color scheme to be used when designing your new site.

If you have corporate identity elements, like a logo, a brand book, printed ads which you think we could use while working on the design, please mention this and deliver these materials to us.

Characterize the mood and associations you would like your new design to convey.

Check the fields you find to be the closest to your concept, or give your ideas in the field below.

Strict corporate look

- Design based on bright, loud color solutions
- One-color design with several bright color variations
- Positive, optimistic feel creating a happy mood
- Minimalist, functionality-driven design
- Design with lots of big appealing illustrations
- Calm, strict design with black and white photos

Do you need SEO (search engine optimization) services?

Yes No

NOTE: Bracewell Web Works performs **basic** SEO services with each new web project. This **does not** include Key-word research. The client must provide a list of target key phases. We offer robust SEO services and will be happy to provide an estimate of these services.

SITE CONTENT

Do you have content already prepared for the web site?

Yes No Some (what percentage of your web content is complete?): %

NOTE: If you want us to incorporate your content into your web site for you, please provide it in Microsoft Word.

Do you need proofreading or copywriting services?

Copywriting Proofreading

NOTE: Bracewell Web Works provides copywriting and proofreading services, billed separately from our design services. A quote for these services will be submitted once we have seen your content.

BUDGET

Some people feel uncomfortable stating their budget upfront. But just as you would tell your home remodeler what your budget is for a kitchen remodel, we need to know your budget, or at least a ball park.

Perhaps your web design wish list exceeds your budget. If so, we can help you decide on the best way to go within your budget. Maybe the web site can be designed in stages, with new features added as your budget permits.

Budget Range:

- \$1000-\$2000
- \$2000-\$3000
- \$3000-\$4000
- \$4000-\$5000
- \$5000-\$6500
- \$6500-\$7500
- \$7500-\$10,000

Thank you!

Please email this to us at info@bracewellwebworks.com or fax it to us at (877) 868-4509