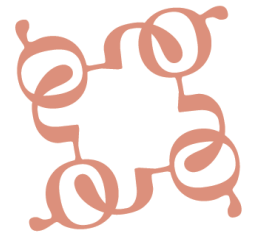


# WEBSITE: INITIAL QUESTIONNAIRE



bitofgrace.com  
(860) 480-1637

## Tell me a bit about your company or business or project:

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

## What does your company do?

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

## Let's get some techie details:

Do you have a domain name in mind for your website? \_\_\_\_\_

Do you already own this domain name? Yes  No

Do you have hosting already for this website? Yes  No

What's your deadline for this project? (dd/mm/yy) \_\_\_\_\_

Could you give a ballpark figure for your comfortable budget for this website project? (\$\_\_\_\_\_) \_\_\_\_\_

The next few questions will help me 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: \_\_\_\_\_

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**My site should 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
- Services or products that they are required to use

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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



**A bit more info about your company:**

any Subsidiaries? \_\_\_\_\_

Average number of employees \_\_\_\_\_

**In searching the web for your business, what words or phrases might one 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:**

- |  |                          |                                       |                          |
|--|--------------------------|---------------------------------------|--------------------------|
| Responsive design for use on tablets & mobiles | <input type="checkbox"/> | Social network integration            | <input type="checkbox"/> |
| Online Magazine (various authors)              | <input type="checkbox"/> | Separate, dedicated landing pages     | <input type="checkbox"/> |
| Online forum/ blog                             | <input type="checkbox"/> | A redesign of a current website       | <input type="checkbox"/> |
| eCommerce                                      | <input type="checkbox"/> | Conversion of Database into WordPress | <input type="checkbox"/> |
| Interactive Courses/Lessons                    | <input type="checkbox"/> | Additional requirements _____         |                          |
| Community or Intranet functionality            | <input type="checkbox"/> | _____                                 |                          |
| Wholesale or Affiliate functionality           | <input type="checkbox"/> | _____                                 |                          |

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Special features to be included in your new website:



**We want the following special features to be included in our new website:**

Customer login	<input type="checkbox"/>	Registration or Memberships	<input type="checkbox"/>
Video streaming/Video Courses	<input type="checkbox"/>	An online store/shopping cart	<input type="checkbox"/>
Audio/Podcasting or Courses	<input type="checkbox"/>	Online payment gateway	<input type="checkbox"/>
Newsletter/ Email sign up forms	<input type="checkbox"/>	Blog or News area	<input type="checkbox"/>
Information/ request forms	<input type="checkbox"/>	Image gallery / portfolio	<input type="checkbox"/>
Uploads/ downloadables	<input type="checkbox"/>	Subscription Products	<input type="checkbox"/>
Event Calendar	<input type="checkbox"/>	Other features _____	
Private pages or areas	<input type="checkbox"/>	_____	
Virtual Products	<input type="checkbox"/>	_____	

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

	<b>Us</b>	<b>You</b>
Stock photography	<input type="checkbox"/>	<input type="checkbox"/>
Company photography	<input type="checkbox"/>	<input type="checkbox"/>
Other Artwork/ Illustrations	<input type="checkbox"/>	<input type="checkbox"/>
Translation costs (if needed)	<input type="checkbox"/>	<input type="checkbox"/>
Copywriting text	<input type="checkbox"/>	<input type="checkbox"/>
Professional logo	<input type="checkbox"/>	<input type="checkbox"/>
Graphic design (if needed)	<input type="checkbox"/>	<input type="checkbox"/>
Other print collateral	<input type="checkbox"/>	<input type="checkbox"/>
SEO Keyword Planning	<input type="checkbox"/>	<input type="checkbox"/>
Plugin licenses (if needed)	<input type="checkbox"/>	<input type="checkbox"/>

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Moving on to design stuff..



**Moving on to Design stuff:**

	<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 I'll need to match?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have photos, imagery content that are must-haves in the final site?	<input type="checkbox"/>	<input type="checkbox"/>

**What will happen once the site is delivered?**

	<b>Yes</b>	<b>No</b>
Would you like me to handle updating your site theme & plugins?	<input type="checkbox"/>	<input type="checkbox"/>
Would you like me to handle updating or editing the site content?	<input type="checkbox"/>	<input type="checkbox"/>



**How often do you require updates?**

Daily	<input type="checkbox"/>
Weekly	<input type="checkbox"/>
Monthly	<input type="checkbox"/>
Quarterly	<input type="checkbox"/>
Other	<input type="text"/>

**Would you like to book a dedicated training session for your employees to learn to update the site?**

<b>Yes</b>	<b>No</b>
<input type="checkbox"/>	<input type="checkbox"/>

**Is there anything else you'd like to say about this project?**

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That's all I'll need for now!  
Thanks for taking time to fill this in - I'll be in touch with a quote shortly.