

# Client Company Name

## Website Questionnaire

Thank you for your website design enquiry. In order to estimate the cost of your project we request that you fill out this questionnaire. This will help us understand what your website needs to do for your business. It may also aid you in thinking about your business goals.

We believe that following this process enhances our ability to deliver a professional service, reduces opportunities for miscommunication and puts us on the path to a successful collaboration.

### **Peter Rosenmai Web Design Services**

w: [www.peterrosenmai.com](http://www.peterrosenmai.com)

e: [peter@peterrosenmai.com](mailto:peter@peterrosenmai.com)

ABN 55 308 537 717

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## A Sample Website

The image shows a screenshot of the Australian Institute of International Affairs (AIIA) website. The page is annotated with arrows pointing to various elements, each with a label. The labels and their corresponding elements are as follows:

- Header with logo**: Points to the AIIA logo and the main header text: "Australian Institute of International Affairs Promoting understanding of international issues".
- Main menu**: Points to the navigation bar containing links: Home, About, Branches, Events, Resources, News, Get Involved, Join Us, Contact Us.
- Search facility**: Points to the search bar in the top right corner.
- Tagline**: Points to the text "Promoting understanding of international issues" below the main header.
- Latest news module**: Points to the "Latest News" section on the left side of the page, which lists several articles with dates and authors.
- Intro. text listing products and services**: Points to the introductory paragraph about the AIIA, which describes it as an independent, non-profit organization.
- Upcoming events**: Points to the "Upcoming Events" section on the right side of the page, listing events such as "AIIA NSW: Humour in Chinese Life and Letters" and "AIIA VIC: The Arab Spring - Where to Now?".
- Newsletter signup**: Points to the "Get Email Alerts" section, which offers to sign up for email notifications.
- Link to Facebook page**: Points to the Facebook social media link section.
- Quicklinks menu**: Points to the "Quicklinks" section, which provides shortcuts to various services like Chatham House Rule, Access Youth Network, and Corporate Membership.
- Footer**: Points to the bottom of the page, which includes social media icons, copyright information, and a "TOP" link.
- PDF downloads**: Points to the "Reading Room" section, which lists various reports and documents available for download.

## Strategic Information

This information is crucial, in particular, to the design of the front page of your website.

**1. In 25 words or less, tell a visitor to your site what products and services your site offers.**

**2. In 25 words or less, tell a visitor to your site why they need these products and services.**

**3. In 25 words or less, tell a visitor to your site why they should obtain these products and services from your website (rather than from your competitors).**

**4. In 15 words or less, tell a visitor to your site what you offer.**

This is the text that will appear in the title bar at the very top of the browser window when a web browser opens your website. For example, the Skype website ([www.skype.com](http://www.skype.com)) is titled "Skype – Make free calls and great value calls on the internet".

**5. Describe your web audience.**

What age do you believe visitors to your site are? What is their economic background and professional status? Are they casual surfers or task-oriented visitors? What are their needs and wants?

6. List the websites of your major competitors and tell us what you like or don't like about their websites. Please also point us to any other websites which you particularly like – and tell us why you like them.

7. What are the three or four word search phrases for which you can realistically target your site to appear, in time, in the Google top ten?

If, for example, you run a small business in Venice Beach, Los Angeles, selling vintage Volkswagens, you could get in the Google top ten by focusing on *location*: “vintage cars venice beach” or “volkswagen venice beach” would be suitable target search phrases.

You could, alternatively, focus on your *product speciality*, the Karmann Ghia Volkswagen: “karmann ghia sales” or “ghia volkswagen sales” might be suitable.

A search phrase such as “vintage car sales” or “volkswagen sales” would not, however, be suitable: you would face too many competitors for the top Google search rankings. And don't forget that your audience may not be as familiar as you are with industry/technical terminology.

This is an *essential* question – spend some time on it please!

**8. Additional strategic information.**

In order to better help us understand your needs, please append to this form, if available:

- Your company slogan or mission statement
- Your company, brand or product positioning statements
- A recent SWOT analysis

## Basic Information

### 9. Name of website (e.g. *The Building Centre*).

This name should, if possible, contain words from your Google search phrases (see Q. 7, above).

### 10. Main domain name (e.g. *www.buildingcenter.com*).

If you intend to purchase this domain name, please use the Whois service at [www.whois.net](http://www.whois.net) to check that it is available. This should, of course correspond to the name of your website.

Domain names (e.g. *www.buildingcenter.com*) that you have already bought may be listed in the final section of this questionnaire.

### 11. Additional domain names (e.g. *www.buildingcenter.org*, *www.buildingcentre.com*).

If you intend to purchase these domain names, please use the Whois service at [www.whois.net](http://www.whois.net) to check that these domain names are available.

These are domain names that you wish to redirect to your main domain. So if *www.buildingcenter.com* is your main URL, you should have us purchase also, at the very least, *www.buildingcentre.com* (note the spelling). Password details of previously purchased domains and hosting packages may be listed in the final section of this questionnaire.

### 12. Your company name

### 13. Your business number or company number

This is required for website registration

### 14. Your permanent company email address

This is the email address to which critical website re-registration emails are to be sent. Ensure that this is not tied to a specific member of staff, but is, instead, a permanent email address: *info@mycompany.com* or *ceo@mycompany.com* rather than *ted@mycompany.com*. Be aware that website password information will be sent to this email address.

If requested, we will tie this email address to the website URL. That is, if your site is *www.buildingcentre.com*, we will create an *info@buildingcentre.com* email address which you may access through webmail, Outlook or a similar email client.

## Information Hierarchy

### 15. Please detail how pages are to be organised within your website.

In particular, please provide:

- **Names of all menus.** Please indicate also which menu is the main menu. A site might include, for instance: *Main Menu*; *Downloads*; *Hot Deals*; and *Latest News*.
- **Scope of all menus.** Unless specified otherwise, all menus will be visible from all pages (and this *must* be the case for the main menu). Certain menus may, however, only be visible from certain pages. For example, selecting a *Classifieds* menu item from the main menu of your website may not only take the user to a *Classifieds* page, but may cause the *Classifieds* menu to become visible.
- **Titles of all menu items.** These may be shortened versions of webpage titles. E.g. a webpage which is titled *Bright lights big city: packing up and moving to New York City* might be abbreviated in a menu to *Moving to NYC*.
- **Titles of all submenu items.** E.g. the menu item *Moving to NYC* might have beneath it two submenu items: *Find a place to live* and *Find a job*.
- **The order in which menu items are to be listed.** Don't use an alphabetic listing. Put the items you want users to see first in the first few positions in your menus. The items in the middle (not at the end) of menus are the least visible: put your least important menu items in the middle of your menu item ordering. The last item in your main menu should be *Contact Us* and the second last item in that menu should be *About Us*.
- **Priority of all menu items to be highlighted on the front page.** A travel insurance website, for instance, should have a link to menu item *Get a Quote* as the most important link on its front page (priority = 1). A link to *Our Blogs* should be much lower priority (priority = 8).

Keep in mind that more than one route should always be provided to your most crucial web pages. If your revenue-generating *Find a Job* page is hidden below your *Moving to NYC* menu item, you may wish to include it in another menu as a means of highlighting it. You may also wish to include a link to that page from the front page.

## Webpage Content

### 16. Please provide no more than one A4 page of text for each and every page of your website.

Be succinct. Keep your average sentence length under 20 words and keep paragraphs short. One subject per paragraph; one idea per sentence.

In general, make the first sentence of each paragraph the topic sentence: a sentence that advises the reader of the subject of the paragraph.

Keep your copy relevant to the search phrases that you have provided in Q.7, above. Well-written, relevant content is crucial to establishing high search engine rankings.

Focus on the needs and wants of your reader. Write about the *benefits* to your reader of your products; don't merely write about the features of your products. Your reader is constantly asking one question: what's in it for me? Keep answering that question.

Why you? It's not enough to convince your readers that they need your goods and services. You also need to convince them to buy those good and services from you rather than from your competitors. So, what do you offer that's unique? This doesn't have to be your goods and services themselves; it may be your prices, the breadth of your product range, your customer service, etc.

Consider adding content which does not directly generate revenue but which raises your search engine rankings. A travel insurance website cannot expect to make money from the travel blogs which it hosts; it may, however, use those blogs to draw in readers and to raise its search engine rankings.

Indicate all links to content both within your site and to pages outside your site. Use descriptive links: "search our supplier list", not "to search our supplier list click here".

Include within each page the images that you wish displayed on the corresponding webpage. Provide also, as required, captions for the images.

Please provide content pages as Microsoft Word documents or as Rich Text Format documents.

Required pages:

- *About us.*
- *Contact us.* See below.

## Contact and Enquiry Forms

**17. Please advise how users of your website may contact you:** Physical address, phone and fax numbers, contact people, etc.

**18. Do you require a contact form?**

This allows users of the website to email you their contact details and a query through the website. If required, please indicate the email address to which completed forms are to be sent.

**19. Do you wish your email address(es) to be shown?**

Showing your email address will make you easier to contact. It may also, however, significantly increase the quantity of spam which you receive.

**20. Do you require an enquiry form?**

This is a contact form with additional fields: dropdown boxes that indicate the department to which the enquiry should be directed, fields for product selection, etc. **Please also indicate the extra fields required.**

## Look and Feel

### 21. How do you see your site?

Give us your thoughts on how your website should look. Is it high-end corporate, “business casual” or just friendly? Any initial thoughts on colours? Is there a theme you wish to give your site? (The Skype website, for instance, uses a “cloud” theme throughout.)

Please note:

- We strongly recommend fixed width, horizontally centred websites (rather than variable width websites or left aligned websites).
- We recommend left navigation or top navigation.
- We do not recommend extensive use of Flash animation: not everyone has Flash installed; Apple refuses to allow Flash on the iPhone; and gimmickry of this sort soon irritates users. No sound please!
- We will provide sample colour schemes for your selection. These will be based on the colours of your logo and on your preferred colour scheme.

### 22. Do you have any special usability requirements?

For instance, do you expect that poor eyesight might be common among visitors to your site?

## Header and Footer

### 23. What is the tagline of your website?

This should be no more than ten words. For example, the tagline of the New York Times is “All the News That's Fit to Print”.

### 24. Any thoughts on the header of your website?

For instance, do you have an image you would like used in the header?

Note that It is standard to include a search facility in the top right of a website header. Unless instructed otherwise (and unless your site is too small to warrant a search module), that is where we will place this essential facility.

### 25. Standard footer links.

We will include footer links labelled: *Home*; *About Us*; *Contact Us*; and *Login*. Is this okay?

### 26. Do you want a tall footer?

Many websites now make use of tall/wide footers (see, for example, [www.cssbeauty.com](http://www.cssbeauty.com)). These provide users with links to select once they reach the end of a page. Some users, however, find tall footers distracting. If you elect to use a tall footer, you will have to provide additional footer links.

### 27. Additional footer links.

Please provide.

### 28. Any further thoughts about the footer of your website?

For example, do you have any images you would like used in the footer? If you have an image you would like used in the footer, it will typically need to be darkened or lightened in order to show the text that is to be placed over it (see, for example, [www.watimberframing.net.au](http://www.watimberframing.net.au)).

## Mailing Lists and Newsletters

**29. Do you have or do you expect to have lists of email addresses to which alerts or newsletters will need to be sent?**

If so, please describe those lists and indicate how large you expect them to grow.

**30. What information do you wish your email address lists to contain in addition to email addresses?**

(e.g. First Name, Surname, Postcode/Zip)

**31. Do you currently use a 3<sup>rd</sup> party emailing system or CRM?**

(e.g. AWeber, ConstantContact, iContact, MailChimp, SugarCRM)

**32. Do you wish to allow the public to subscribe to your email lists through your website?**

**33. How often do you expect to send out email alerts or newsletters?**

**34. Do you have existing email alert or newsletter templates? If so, please attach the templates to this document.**

## E-Commerce

**35. Do you wish to take online payments through your website?**

If you do *not* wish to take online payments now or in the future, please skip the rest of the questions in this section.

**36. Do you have a PayPal account? Is it PayPal verified?**

**37. Do you have access to a merchant terminal (a point of sale terminal) for the processing of credit cards?**

**38. How many sales do you expect to make a month once your site is running? What do you expect will be the total value of those sales?**

**39. How many products will you offer for online purchase at any one time?**

**40. How often do you expect to add new products to your site?**

**41. If you are selling goods that require mailing, please explain carefully how you intend to deal with postage costs.**

For example, you may add 5% to the cost of all goods on your site to cover postage, you may base postage on the total weight of all purchased items; or you may increase item prices on a per item basis according to item size and weight.

**42. Where will you ship to?**

Please ensure that you have considered the extra cost of shipping internationally in your response to the previous question.

**43. Will you be offering any product packages, discounts or special offers?**

(e.g. 25% off all reflective clothing with the purchase of any motorcycle helmet)

## Additional Special Technical or Functional Requirements

### 44. What are the special technical or functional requirements of your website?

For example, you may wish to use:

- Banner or side advertising
- Events modules and calendars
- Image galleries
- Latest news modules or blogs
- Online polls or surveys
- Random banner images
- Online forums
- Blog and article commenting
- Social network integration
- Store locators
- Tag clouds

We advise you to only select functionality that you are certain you need. We will discuss with you, as required, the additional cost of setting up such functionality. Note that a blog is often a worthwhile addition even to a small site: if it contains content that is relevant to the site purpose, it is likely to raise search engine ranking and draw in web traffic.

## Promotion and Search Engine Optimisation

**Give us your thoughts on site promotion and advertising.**

Upon completion, we will submit your website to all major search engines in order to make it visible to the World Wide Web. Do not expect this to be sufficient to promote your site. Websites, like any other product, benefit from paid advertising both online and offline to establish a market base.

Upon completion of your website we will be pleased to advise you of the options available to you.

Note that we do not attempt to sell search engine optimisation trickery. The key to establishing good search engine rankings is relevant, concise and well organised content. Websites that attempt to use tricks to raise their rankings are unlikely to outwit the search engine algorithms for very long – and will be penalised in time by search engines for their attempts to do so.

## Post-Completion Modifications

### **45. Please advise us at this stage of any envisaged future site requirements.**

You might be planning, for instance, to eventually add a donation facility, a subscription newsletter or a calendar of events.

### **46. Who will be responsible for administering your site once it is completed?**

Note that we prefer to create database-driven websites. These allow our clients to easily modify much of the content of their web pages themselves: we believe that a client should not have to pay a web designer to have a phone number or a spelling mistake modified on their website. We emphasise, however, that website modifications are always best done by a web-designer or an individual with some knowledge of HTML. This is true for all websites irrespective of their underlying architecture – don't believe anyone who tells you otherwise!

## Images

**47. Please supply us with all images which are to be used anywhere on your website.**

These include any images which you think may be of use to us in designing the front page, or in styling the website header, the footer or the background.

Please supply also your logo, should you have one.

Include any images you have of your products. The more images the better – if in doubt, send it to us anyway.

*And ensure that you have copyright over all images.*

Supply all images as .bmp, .gif, .jpg, .png or .tif files.

**48. Do you have images or do you need us to source royalty-free images for you?**

**49. Do you require a logo to be designed?**

If so, please give us your thoughts on how your logo will look. The logo should be easy to describe and appropriate to your business. It should be distinguishable in monochrome and when shrunk to a 1cm by 1cm square. Nothing too complicated, please!

## Domain Registration and Hosting

### 50. Please advise us of your existing domain registrations.

If you have already registered a domain for this website, we will need to know the site at which your domain was registered and your username and password. If you have forgotten these, go to [www.whois.net](http://www.whois.net) to find out where your domain was registered; then go to the website of the domain registrar and fill in a form to have your password emailed to you.

### 51. Please advise us of your existing hosting packages.

If you have already set up a hosting package for your website, please forward us the emails you were supplied upon registration. If you have lost these, you may have the details of your hosting account emailed out to you by filling out a form on the host website. We need:

- The name of your website host.
- Your FTP username and password.
- Your cPanel login details. If your host does not provide cPanel we will move your hosting to a host which provides this facility.

### 52. Please specify a hosting package.

Fill this in only if you have a preferred hosting provider or domain registrar. Otherwise, for low traffic sites of less than 50 pages we will use the Jumba hosting service. For larger, higher traffic sites or sites requiring elevated security, we will use the world-class Rochen hosting service (for a small extra charge). These webhosts use Apache rather than Windows servers (permitting better security and search engine optimisation); and they provide cPanel, the leading website management tool (permitting, in particular, easy site backups).