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## Website Questionnaire

Before we can design you a website and implement an online marketing strategy, we ask that the following questions be answered to the fullest extent of your knowledge. This will help us understand your business, your competition and will enable us to build you an accurate and custom-suited proposal.

### General/Content

1.0

a. What is the primary purpose of your Web site?

b. Approximately how much content will be included on your site? Text, images, videos, etc?

c. Do you need assistance writing the content for your site?

d. Do you want animations or videos developed to present your products/services?

### Identity / Branding

a. Who is your target audience?

2.0

b. Which word/phrases are thought of when describing your brand?

c. What colors do you feel best represent your brand?

d. List any companies in which you are inspired by their website and or image.

## Functionality

3.0

a. For which sections do you want editing control?

b. Does your site require a shopping cart or the ability to accept payments?

c. Does your site require a custom web application to be developed?

## Usability

4.0

a. Describe common user-oriented tasks/goals of the site.

b. What will entice users to return to your site?

c. Do you require a means to maintain contact with your client base?

## Competition / Competitive Advantage

5.0

a. List your competition.

b. Describe your competition's competitive advantages.

c. Describe your competition's perceived weaknesses.

d. Describe your business's competitive advantages.

e. Describe your business's perceived weaknesses.

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## Marketing / Recurring Solutions

6.0

a. Do you wish to promote your website through search engines?

b. Do you want Northeast Web Design to periodically run diagnostics and make recommendations for your site to attain higher rankings in search engines?

c. Do you want Northeast Web Design to deploy online press-releases for your business?

## Other

7.0

a. List any other details that you feel are important to this project.