Commercial Website Questionnaire

An effective website is one that communicates your core message to your audience. Please help us get an idea of what that message is by answering the questions below and returning your answers in advance of our upcoming Planning Meeting. We will review this questionnaire in further detail during our meeting to ensure we are creating the right website for your needs. Thank you!

General Information

Business Name:	
Domain Name (preferred):	www.
Contact Name:	
Phone:	
Email:	

## Goals

What are your goals in building a website (rank each on a scale of 0-5, 0 being of no importance, 5 being the most important)

	Establish a web presence
	Promote Products
	Promote Services
	Improve Communication
	Further the business' goals
	Experiment with web-based marketing
	Other:
	Other:

Content

Most sites for small and medium-size businesses are very simply structured. We recommend a single home page with general content that links to several other content pages where more specific information is available. Here's a sample 'site-diagram' that illustrates this…
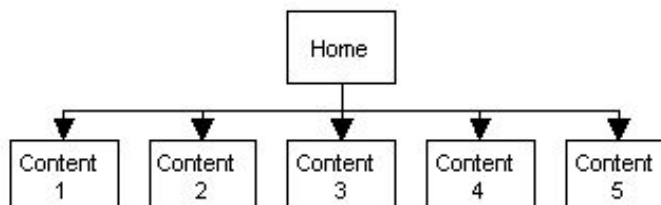
A. Home Page

The home page is the first part of the website that a visitor will see. It is important to have the home page focus on delivering information related to the primary purpose of the site. If the primary purpose is membership, it should focus on delivering a membership sales pitch…providing information on why a prospective member should get involved.

Vieth Consulting recommends not making a home page too 'busy' but include enough information to keep your target audience on their first visit. It should include information on what the business is, why the viewer should join/donate, and what some of the current events/projects are. This can lead to the greatest chance of a first-time visitor finding something of interest, prompting them to learn more.

Vieth Consulting can take the information from this section (home page) and the following section (content pages) and make recommendations on what information to include in the home page and how it can be laid out to your advantage.

Most website home pages contain some basic elements. It's likely that your website will include:

1. Logo: Please supply to us in electronic form if possible - service@viethconsulting.com

2. Business Name (exactly as you would like it to appear on your website):

    _____

3. Tag Line (a slogan or motto if available):

    _____

4. Attention-Getter: This primary section of the home page promotes the business or one aspect of it. It's often related to the tag line. Sometimes, a general description of the business or a membership sales pitch will work very well.

    What is the most important thing you want to communicate within your website?

    _____

5. Brief Description: If not a part of the attention-getter, a brief description of the business is included.   Please include a brief description below or send separately.

    _____

    _____

    _____

6. Additional Home Page Features:

- ✔ Log-In Form (added by default, ask if you would like it removed)
- ❏ Calendar of Events
- ❏ News Feed
- ❏ Quick Links
- ❏ Welcome Message
- ❏ Slide Show
- ❏ Search
- ❏ Social Networking Buttons
  If yes, list Social Media URLs:

  _____

  _____

B. Content Pages

The content pages are where the more detailed information will be presented. To determine what content you will have on your website, we have a couple of methods:

B1. Outline Method

If you already have a website, you may want to supply an outline or list of your existing website pages and then make notes about the pages you would like to remove, add,change, merge, or split.

B2. Worksheet Method

If you do not have a website already or want to start from scratch, below are some common content pages for businesses. Please indicate the pages you would like to include in your site as well as any additional pages you have in mind.

❏ About Us / Profile	❏ Documents
❏ Mission/Vision Statement	❏ Photo Album
❏ Contact Info	❏ Store
❏ Newsletter	❏ Links
❏ Classified Ads	❏ Message Boards/Forums
❏ Job Board	❏ Members' Area
❏ Staff List	❏ _____
❏ Calendar of Events	❏ _____
Average number of events per month? ___	❏ _____
❏ Projects / Committees	❏ _____
❏ News	❏ _____

Promotion

One of the most critical aspects of having a site developed is making sure that once your website has been completed, it will receive visitors or 'traffic'. It's a good idea to include your web address in your business cards, letterhead, brochures, newsletters, and other promotional materials. However, the primary way most people and prospects will find you is via search engines such as Google, Yahoo, and Bing.

At a minimum, this involves registering your website with the free-submission search engines. This is a service included with your website development package. For most businesses, this will suffice. But for others, specifically if they have significant competition, it may be worth investigating pay-per-click advertising (example: Google AdWords).

The following are some questions that can help us determine the most effective way to accomplish the promotion of your website via search engines:

1. Who is your audience? List the types of people who would be looking for your business' website - those prospective customers looking for information about your products/services, contact information, etc.

   Describe your Target Audience:
   _____

   _____

   _____

   _____

2. Name(s) of your business. Although this may seem obvious, what are needed here are the different variants of the name. For example, the Anytown Civic Club might be searched for on the web as "Anytown CC", "Anytown Civic Club", "ACC". All of these would be valid references.

   business Names:
   _____

   _____

   _____

   _____

3. Search Phrases. These are the primary phrases that someone might use to find your business. Think in terms of your audience, the focus of your business, the services you offer, what people are searching for when they are searching for your business. (Example: for the Des Moines Jaycees, some phrases might be "leadership training", "community service", "meet people", "have fun", "haunted house", "Easter egg hunt", etc.).

Search Phrases:

_____

_____

_____

_____

4. Geographic Area. If your business has a local focus, what word(s)/phrase(s) describe the area you service/represent? (Examples: Ingham County, Lansing, Michigan, Mid-Michigan, street name)

Geographic Areas:

_____

_____

_____

_____

Style

Visual elements such as color, imagery, and even the layout of a page go a long ways towards communicating your message. What is the tone you would like to set for viewers of your website?

Design Category (choose one)
- ❏ Corporate
- ❏ Conservative
- ❏ Community-Minded
- ❏ Relaxing and Welcoming
- ❏ Technical and Digital
- ❏ Political and Patriotic
- ❏ Fun and Whimsical
- ❏ Hip and Trendy
- ❏ Playful and Childlike
- ❏ Other: _____

Colors

Does your business have specific colors? If so, what are they?

_____

Model Websites

A very effective way to determine what kind of style you want for your website is to search for similar businesss on the Internet and find websites that showcase the layouts, colors, content/features, ease of use, and visual elements that you would like to include in your website.

Please list below a few of these model websites that we can look at together in the Planning Meeting.

1. _____

2._____

3._____

4._____

5._____

Materials to Supply

These are items to include that will make it easier for us to develop your site in a timely and cost-effective manner.

Business Logo

When you return this Commercial Website Questionnaire, please also send your logo in an electronic format - jpg/gif/png/pdf - to service@viethconsulting.com.

Business Photos

If you want to include photos of products/services, events, and projects, please provide them in an electronic format - jpg/gif/png - to service@viethconsulting.com

Primary Contact (Project Manager)

During development, it makes the communication easier if our Project Manager and staff can work through a single point of contact within your business when necessary. *Please determine who your business' Project Manager will be in advance of the Planning Meeting.*

Name: _____   Phone: _____

Email: _____

Design Contact

Who will be the main contact for the design process; in other words, who will make the final approval of the design? If the same person as above, please leave blank.

Name: _____   Phone: _____

Email: _____

Current Website Access

We need the FTP username and password for your current website. You can get this from your current developer or website host. We need this to create a backup of your current site before going live with your new site.

Username: _____   Password: _____

Domain Name Registration Access:

When we implement your new site, we will need the registration username and password to update your domain to point to our servers. If you don't know who this is, we can help you track it down.

Registrar (GoDaddy, Dotster, etc):_____

Username: _____   Password: _____

Email Accounts/Forwards:

We need to know all the email addresses that are currently in use with your domain name, so we can make sure no one misses an email during transition.

_____

_____

_____

_____

_____

Completion Timeline

Is there a certain date that the new website must be ready by?
- ❏ YES - what date?_____
- ❏ NO

Any Other Important Website Requirements

Please list any requirements here to discuss in our Planning Meeting:

_____

_____

_____

_____