

## WEB SITE QUESTIONNAIRE

Answering these questions you will help us understand your requirements on the website appearance, content and functionality. Please skip the questions that seem irrelevant to the project.

1. Company name, your name and e-mail address.
2. Briefly describe your company and the concept, product or service your site will provide or promote.
3. Do you have an existing website? What are its good and bad features?
4. Do you want a commercial, non-profit, personal, or special issue website?
5. What is the purpose of your website?  
(e.g. Disseminate information / Market your company and products / Sell products online / Build constituent and supporter base / Other)
6. Do you have an overall marketing strategy?
7. Do you have existing marketing material that can be adapted for use on your website?
8. Who is your intended website audience?
9. Name three primary competitive sites + their web addresses. Please comment on the strengths and weaknesses of these sites.
10. How many pages will your website contain?
11. What features do you think will improve your website? (Content management system / Blog / News / Photo gallery / Audio / Video / Store / Other)
12. Is the content already created for this site? If not, do you want us to create it?
13. What website appearance are you looking for? (traditional / leading edge)
14. Do you want your website to look like others in your line of business? (same / somewhat different / unique)
15. What color scheme do you prefer? (solid, traditional, business / more interesting / hot, attention-getting)
16. What is the budget for this project?
17. Is there an end date the project needs to be completed?

**THANK YOU!**

Please e-mail your answers to [office@winsoftinvent.ro](mailto:office@winsoftinvent.ro)