



FX Design Studio Website Planner

By filling out this questionnaire, you can start laying a solid foundation for your website. It will help you define your goals for the site, which you must do regardless of who ultimately builds and launches your site. Answering these questions is the first step toward getting your website up and running.

If you want to see how we can help you build your web site, just send us your completed questionnaire. We'll respond with a development plan and proposal that we think will best meet your needs.

Please don't feel like you need to answer every question before you send it in! You can start by answering the ones you are most clear about, and we can work on the other questions together.

Contact Information

Organisation Name:

Primary Contact's Full Name:

Phone:

Fax:

Email:

Business Address:

Existing Website:

General Information

Do you have a tag line/slogan? If so, what is it?

Organisation Type:

What exactly to you sell or provide?

Do you have more than one outlet or branch?

What area do you sell to or work with?

Customer base:

Is there any existing website online that you really like?

What do you like about it?

What are your three top competitors' websites?

Goals

What is your target launch date?

Do you want people to: (check all that apply)?

- Buy products from you***
- Hire you to perform a service***
- Learn more about your business or organization***
- Join your organization***
- Communicate with you***
- Other:***

Target Audience & Community

What is your target audience? (Age, gender, interests, locality)

Who is your competition?

When people visit your site, what do they want? (check all that apply):

- Information about a topic
- Information about your products, services or organization
- To be entertained
- To comparison shop or to buy products
- To connect with other of similar interests
- Other:

Image & Style

What image do you want to project to your audience? (Check all that apply)

- Serious Friendly Casual Formal Cutting Edge Conservative
- Contemporary Traditional Corporate Personal Expensive Affordable

What style do you want to communicate? (Check all that apply)

- Soft Muted Flashy Fun Hip Classic Elegant Funky Ethnic
- Organic High tech Playful Energetic Frivolous Serene Spiritual
- Powerful Professional Down to earth Mellow Comforting Romantic
- Sensual Authoritative Delicate Historical Festive Fanciful

Other:

Image & Style

Do you have a logo?

What format can you provide your logo in?

PSD PNG JPEG GIF BMP Soft Copy

Do you have an existing graphics or promotional materials?

Do you have photos that you would like incorporated into the site?

Do you require professional photography services?

Do you have video that you would like to incorporate into the site?

Content

Do you have an outline or site map for you site?

Is the content written?

If your site content is written, how many sections do you have?

Approximately how many pages do you need? Please list them below

If you are selling products, how many will be on your site?

What categories will you need to divide your products into?

Search Engine Marketing

Do you want to implement search engine optimisation so that customers can find you on Google?

Are you currently running a Google Advertising Campaign?

What keywords would someone type into a search engine (e.g., Google) to find you?

Functionality

What functionality/feature would you like in your website?

- Blogs Contact Us Form Payment Gateway SMS Messaging System HTML
Emailer System iPhone Site/Mobile Site Shopping Cart Polls Site Search
Engine Picture Slide-show Videos Message Board, Forum Calendar
 Banner Ads RSS Password protection for certain pages Monthly Newsletter
 Self Manage Content Other

Domain Name and Hosting

Do you have a registered domain? If so, what is it?

Do you want this to be your primary domain?

Domains you would like registered: (if available)

Do you have a hosting account?

Host and FTP Details:

Website Maintenance

How often will you need to make changes to your website?

What type of changes will you need to make?

Who will be making changes?

Additional Thoughts

If you have any additional thoughts please write them here.

Congratulations! You now have a good foundation to build upon as you move forward.