

RHYOLITE DESIGN

PHONE: 847.756.0946

EMAIL: david@rhyolitedesign.com
rhyolitedesign.com

CLIENT:

DATE:

OBJECTIVE: This questionnaire is intended to be a platform to build upon for creating your website. These questions are meant to begin the discussion as to what you desire in a website for your company.

GENERAL

Do you have a domain name? If not, do you have ideas on one? If so, what is it?

What is your company name? Do you want to use the entire name on the site, logo, and graphics?

Do you have special features in mind like ECommerce shopping cart, BLOG, RSS, Forms with emails, Newsletter signup, etc.?

MARKETING

Who is your intended audience?

Describe your ideal client and the specific attributes that we'll be targeting in the website.

What are your website expectations, main emphasis and primary goals - increased sales, showcase projects, increased leads, etc.? Please prioritize.

What separates your company from your competition and what do you expect will draw clients to the website?

How do you plan to market the website?

What company properties do you want to emphasize on the website? Please prioritize.

IDENTITY

Do you already have a logo and other graphics to be used? If not, do you want to have one created?

Have you identified a tagline? That would be something like "Just do it", "Reach out and touch someone", etc.

What keywords do you want to be found by in the search engines?

LAYOUT & DESIGN

Please provide a list of websites that you like and don't like. Why do you or do you not like these sites?

Please provide a list of competitors websites.

Do you have ideas of the colors to be used, and colors you don't like? Please provide example sites.

Please provide the main pages you need in the website.

Have you created the copy text for any of your pages?

Do you have existing business cards or other printed material we need to match?

Do you have artwork or photographs to be used?