



Box 833, Cochrane, Ab, T4C2E3
Ph: 403.862.4566
Toll Free Fax: 1.866.467.9445
Email: support@broughttolife.ca

WEBSITE DESIGN INTERVIEW

Business/Organization (Legal Name): _____

Design contact person: _____ Title/Position: _____

Address: _____ City, Province, PC: _____

Office Phone: (_____) _____ Fax: (_____) _____

Home: (_____) _____ Mobile: (_____) _____

Email address: _____ Referred by: _____

Project Budget: _____ Desired Completion Date: _____

DEFINING YOUR TARGET MARKET

Who is the primary target market of your website? This affects the overall design, text content and promotion of your website? *You may list more than one definition in each category.*

Individuals: Age Group: _____ Gender: _____ Income Range: _____

Industries: _____

Businesses: Size (employees): _____ Geographic Location: _____

DESIGN & THEME

STYLE

Describe the style you want your website to reflect. (Check all that apply.)

- Professional
- Conservative
- Classy
- Cutting Edge
- Fun
- Artistic
- Other: _____

LOGO

Does your company have an official logo? Yes No

If yes, can you provide your logo to us in an electronic format? Yes No

COLOR

Does your company have official colors? Yes No

If yes, please list them here: _____

If no, please list colors you would like to utilize: _____

List colors you do NOT want to utilize: _____



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List names and website addresses of your direct competitors:

Name: _____ URL: _____

Name: _____ URL: _____

Name: _____ URL: _____

List any websites (whether related to your industry or not) that you particularly like:

Name: _____ URL: _____

Reasons you like this website: _____

Name: _____ URL: _____

Reasons you like this website: _____

List the reasons why you want a website. If more than one item applies, NUMBER in order of importance:

- | | |
|--|--|
| <input type="checkbox"/> Establish a web presence | <input type="checkbox"/> Build retail or business traffic |
| <input type="checkbox"/> Increase positive company/brand awareness | <input type="checkbox"/> Internal communications |
| <input type="checkbox"/> Increase product/services awareness | <input type="checkbox"/> Knowledge sharing |
| <input type="checkbox"/> Generate requests for information | <input type="checkbox"/> Offer service or support |
| <input type="checkbox"/> Generate direct product sales online (e-commerce) | <input type="checkbox"/> Support existing marketing efforts |
| <input type="checkbox"/> Reduce existing advertising costs | <input type="checkbox"/> Provide information regarding new products/services |
| <input type="checkbox"/> Develop a list of prospects/leads | <input type="checkbox"/> Survey customers/prospects |

WEBSITE META TAGS

Meta tags are hidden in the HTML code of your site. Search engines use these tags to list and index your website. META KEYWORDS - Please list key words or phrases that people are likely to search when trying to locate your website using a search engine. (i.e., lawyers, legal, legal services, wills, personal injury, trusts, etc.)

META DESCRIPTION – Please give a brief description of your business or organization (about 20-25 words):



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WEBSITE CONTENT & CONTENT MANAGEMENT

Check the items you want to include in your website:

Map/Directions Hours of operation – List: _____

Professional Memberships & Associations (list name and URL, so that we may retrieve a logo to use on your site)

Name: _____ URL: _____

Name: _____ URL: _____

Name: _____ URL: _____

Would you like the ability to update your own website, including adding pages, images, text, documents, etc.?

Yes No

If yes, how would you rate your computer skills with regard to word processing software and computers in general?

Novice Advanced Beginner Competent Proficient Expert

PAGES & TEXT TO INCLUDE

Text, logos, photos, etc. to be included on your website should be provided in an electronic format, ideally either in an email or attached to an email as a document prepared in a plain text editor, such as Notepad or Wordperfect. The information listed below is to give you ideas for what to include in your text. A good place to start is with your company brochure or other advertisement.

Home

- Company themes or slogans
- Welcome statement
- Introduction of your services/products
- Special sales/limited time offers

About

- Mission statement/purpose
- History of business/years in service
- Philosophy of how you do business
- Professional organization associations
- Media coverage

Contact

- Business/organization location
- Phone/fax/email
- Hours of services
- Map/directions

Policies/Customer Service

- Return policies
- Shipping information
- Privacy policies
- Client/customer tools or helpful links

Products/Services

- List & description of products and/or services
- Rates/prices
- Schedules (workshops, classes, etc.)

Frequently Asked Questions

- About your field/business/products
- About your particular business
- How to proceed with you

Testimonials

- Endorsements from your customers/clients
- Media reviews/endorsements
- Google or other site references for service

Other Pages/Links you would like to add:

WEBSITE HOSTING

In order for your website to be viewed by the public, it will need to be hosted on a server with access to the Internet. If you desire, we can provide web and email hosting for your website on our secure, dedicated server. Have you contracted with a web hosting company (i.e. GoDaddy, Hostgator, etc.) for your website project yet? Yes No