



WEBSITE QUESTIONNAIRE

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Date:

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CUSTOMER INFORMATION

CONTACT NAME:

PHONE:

COMPANY:

FAX:

ADDRESS:

CELL:

EMAIL:

To help us understand the details of your project, please complete the questionnaire below as thoroughly as possible.

ABOUT YOU AND YOUR COMPANY

How would you describe your target audience?

(i.e.: age group, location, industry, etc)

Who is your competition?

(i.e.: names, website addresses, etc)

Do you have a logo or would you like Silver Barrel to develop one for you?

If you currently have a logo, please provide in a digital, high resolution format.

Do you have a distinct corporate identity? If yes, please describe.

(i.e.: corporate colours, theme, slogan, etc)

Please attach, email or describe some existing advertising materials, if available.

(i.e.: brochure, rack card, print advertisement, existing website, etc)

Please list 3-5 websites addresses that you like the design of.

Please list 10-20 keywords that best describe your business.

HELP ME! Just starting a business? Need a consistent and recognizable identity? Silver Barrel specializes in corporate branding including logo development, business cards, collateral material, print advertisements, professional presentations, photography, DVD & CD-ROM development and more.



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WEBSITE CONTENT & COMPONENTS

Please list all of the sections that your website will require.

(i.e.: Home, About, Contact Us, Products, Testimonials, Links, Photo Gallery, etc)

Are any multimedia components required?

(i.e.: video, animation, sound, music, downloadable files (mp3, mpg, wmv, etc))

Do you need a newsletter?

(i.e.: Simple newsletter that you'll email yourself, full email campaigns, automatic client signup, etc)

Do you have photography and textual content for your website?

(All content will be required before commencement of your website project)

How important is it that your site is ranked well on search engines?

(i.e.: not important at all, it would be nice but it's not critical, moderately important, an absolute necessity!)

HELP ME! Struggling with your website content and photography, or just don't have the time? Silver Barrel Solutions offers professional technical writing, photography and photographic editing services should you require them.

E-COMMERCE

Do you require an online shopping cart & payment processor?

What type of products and approximately how many items will you be selling?

What type of payments do you wish to accept?

(Visa, MasterCard, Amex, Pay Pal, etc)

Tell us a little more about your plans for online sales.

(i.e.: inventory tracking needs, shipping coordination, automatic fulfillment, etc.)



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HOSTING AND DOMAIN REGISTRATION

Do you have a website hosting service yet?

(i.e.: a rented place on the internet to place your website)

Do you have a domain name(s)? If yes, please list.

(i.e.: www.yourcompany.com)

How many email addresses will you need? Please list them.

(i.e.: info@yourcompany.com, you@yourcompany.com, support@yourcompany.com, etc)

HELP ME! If you like one-stop-shopping, Silver Barrel Solutions offers complete website hosting packages and domain registration services.

MAINTENANCE

Who will be responsible for maintaining/updating the website once it's complete?

(i.e.: your staff will do it, you require a Silver Barrel Solutions maintenance plan, will require very little updating, etc)

A Content Management System can make maintaining/updating your website significantly easier for those with limited website coding knowledge. Is this something that you would require?

How do you see your site expanding in the future? As your business grows, will the requirements of the site change?

(i.e.: new menu sections will need to be added, multimedia components will be required, ecommerce will be needed, etc)

HELP ME! To ensure that your site is current, fresh and accurate, Silver Barrel Solutions can customize a regular maintenance plan to suit your needs and budget. You can also 'pay per update' if you choose.

REMINDER

Before commencement of the project, please provide all content exactly as it will be used.

(i.e.: textual, photographic images, graphics, logos, slogan, company name, etc)

A signed contract and deposit must be received before commencement of this project.

NOTES, QUESTIONS & COMMENTS

Please list any other pertinent information, comments or design ideas relating to your project.

Attach additional pages or samples if required.