



VOZVISUAL

WEB QUESTIONNAIRE

Please take the time to complete the form below.
This will help aid in developing your website.

CONTACT INFORMATION

Company:

Contact:

Project manager:

Address:

City, State, Zip:

Telephone:

E-mail:

GENERAL INQUIRY

Have you ever been involved in planning a Web site or a site redesign?

Will this be a redesign of the current site?

Is this a new site? If yes, why are you unhappy with your existing site?

Do you have a domain name registered?

What is your estimated launch date?

What is the address (URL) of your present site?

What is your estimated budget for site development?

WEB HOSTING/TECHNICAL

Do you have a webhost?

If not, would you like us to research possible candidates?

What options do you expect to be made available to you for this project
(Flash, Database Management, etc.)?

Revised 2/2010



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MARKETING

Do you have an advertising agency or public relations firm?

Will they be involved in the development or redesign of your Web site?

How would you define the main goal of this Web site?

How do you intend to advertise or drive traffic to your site?

Describe your primary target audience.

Describe your secondary audience.

Describe your industry.

Who are your biggest competitors?

What do you like/dislike about their Web sites?

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What are your objectives for this project? (Check all that apply.)

- Create a new marketing presence on the Internet.
- Develop a strong online brand.
- Reposition an existing brand on the Internet.
- Create direct-sales revenue.
- Establish personal contact with visitors and elicit feedback.
- Publicity or marketing site
- Game or entertainment site
- Nonprofit or community site
- Sales/e-commerce site

Select and rank the services you think you'll need:
(1–Critical, must have; 2–Would like, but not critical; 3–Do not want)

FRONT-END EXPERIENCE

- Logo design
- Site graphics
- Site architecture
- Content creation, editorial review
- E-commerce transactions
- Catalog and shopping cart

BACK-END/TECHNICAL

- Usability testing
- Flash development
- Personalization
- Traffic logging and analysis tools
- Merchant account/secure transactions applications
- Site coding (HTML, JavaScript, ASP)
- Web hosting recommendation
- Ongoing site maintenance

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MARKETING/STRATEGIC SERVICES

(1—Critical, must have; 2—Would like, but not critical; 3—Do not want)

Competitor comparison

Brand building

Search-engine listings

Content and editorial strategy

Launch strategy

Product-line merchandising plan

Publicity strategy

Marketing materials, media kit on site

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