



PO BOX 2856
Pembroke NC, 28372
website: www.NCweb service.com
email: sales@NCweb service.com
Sales: 910-674-4733

27 Questions We Ask Before Developing Your Website

1) Corporate Identity: Corporate Information (for site development):

Company Name (Legal):

Company Name (Branding):

Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features?:

Company Phone Number:

Company Fax Number:

Address:

Business hours of operation (store hours / when phones will be answered, if relevant)

Monday, Tuesday, Wed, Thursday, Friday, Saturday, Sunday



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2) Domain Names and Hosting:

Main Domain Name:

If you don't have a domain name what are the top three names you would like?

- 1.
- 2.
- 3.

What other domain names do you own?

Do you currently have web hosting?

If so, with what company?

Do you have access to your hosting account?

Do you have access to your domain name, so you can adjust your nameservers?

Would you like to transfer your domain name to us?

Would you like us to register a domain name for you?

3) Why do you want to have a new website or have your current site redesigned?

4) Please describe your organization in a few sentences.



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5) Adjectives: Please list 5 (or more) adjectives that you think describe your company or should describe your company in order of relevance / importance

This information is used to get a sense for design, and to help in SEO

- 1.
- 2.
- 3.
- 4.
- 5.

6) What problems do your prospects have that your business solves?

7) Competitors: Are there any websites that you would consider your competitors? Feel free to provide more information on how they are your competitors, but, at minimum, provide for each competitor, include the company name, web address, and a list of competitors that describe what they do and/or sell.

- 1.
- 2.
- 3.

8) Why do you believe site visitors should do business with you rather than with a competitor?



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9) How can your particular work background help prospects, compared to others in your industry? What's special about your work experience?

10) Favorite Sites: Please list 5 websites you like. Include the URL, what you like about each site.

1.

2.

3.

4.

5.

11) Site No Nos: Do you have any definite remarks on what you DON'T want to have on your website?



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Why am I asking this question? Sharing why you don't want a feature will help me get an understanding of your user experience tastes, so feel free to elaborate.

12) Services: List the top ten services you provide

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

13) Where is the website content coming from? Who's responsible for getting the content to us? Is it ready for use on your website? Is the content in a boucher? Do you have a catalog or is it already online?



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14) Are you planning to do online sales? If so, what is the product, and how many items do you want to sell online?

Do you have access to item descriptions and images?

You will need to provide this to us along with retail pricing in order to setup your items. Is this information available online? If so were?

We will setup up to 250 of your products for sale, depending on the “Website Package” you select. We will train you how to check your orders and to make sure they are paid for before you ship them out in the back-office of your website.

15) If you’re planning to sell online, are you set up to accept credit cards online? If not we will need to setup a free paypal account? Merchant fee is 2.75% per transaction with no min and no monthly fee.

16) What is your deadline for completing the site?



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17) User goals: Why do you think people will visit your site? When people don't know you exist, why would they find you or happen upon your site? Why would they come back? If they do know you, why would they take the time to visit your site?

Why am I asking this question? Most clients think users will just come to their site. This question helps you focus on why an average Jane or John Doe may end up on their site. Many brochure sites get most of their visits from people looking for an address or phone number. This helps you focus on what the site's real goals should be.

18) Target Audience: What types of visitors do you want to get? Who is your target audience? (age, education, and other demographics? Job status? Economic status? Role in the community?) Describe your average visitor as best you can.

Why am I asking this question? The layout targeting a NY middle school student will be very different from a site targeting rural agricultural worker. Knowing your target audience, their culture, their technical savvy, and their internet expectations can help us design your page in terms of look and feel and help you determine site functionality.



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19) Secondary Audience: What other visitors is your site going to get? Job seekers? Board members?

Why am I asking this question? This helps me determine what additional pages to include in a site. Making sure your site can grow to accommodate future features is important.

20) Accessibility & Usability: Will web visitors have any special needs? (eyesight, language, mobility, reading level?)

21) Site Purpose: What are your goals for the web site in terms of visitor actions? What do you think your site visitor should accomplish on your site? Should they call you? Print out your coupons? Access your menu? Buy a product? Or be informed of your services?

22) Site Features: What features do you think your website should include? (Calendar, forum, login, price comparison chart, contact form, photo gallery, menu, coupons, facebook/twitter integration, videos, directions to your location, etc?)
For each feature, please state the goal of said feature.



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23) Other than what search engines will produce, what methods do you have in mind to spread the word about your website?

24) Once your website is completed, how long do you think it will be before you begin bringing in significant business from the website?

25) How do you plan to encourage repeat visitors and referrals?

26) Other: Anything else I should know?



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27) Product Manager: Company Contact(s) Information for web decisions:

Primary Contact Name:

Contact Email Address:

Contact Phone:

Secondary Contact Name:

Contact Email Address:

Contact Phone:

28) Billing Contact: Company contact information for Contracts & Billing:

Name:

Department:

Address:

Phone:

Fax:



Email:

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