



WEBSITE DEVELOPMENT SURVEY

Achieving Your Goals with a Redesigned Web Site

Your input is invaluable in building a successful web site. The following points are useful in determining how to proceed with the design and development of your site. So grab a cup of coffee and a sharp pencil. A few minutes of thoughtful input will be rewarded in the end.

GENERAL INFORMATION

Your Company Name _____
Contact Name: _____
Phone: _____
Email: _____
Address: _____
Your Domain Name: _____

YOUR REASONS FOR SITE REDESIGN

1. What are the main reasons you wish to have your web site redesigned?

- New business model
- Low customer conversion rates
- Expanded services
- Different audience
- Increase sales
- Attract new customers
- Build marketing/ branding awareness
- Reduce customer service calls

List below:

2. Do you have long-and short-term goals for this site?

Short-term

Long-term

BACKGROUND INFORMATION

3. What services does your company provide?

4. Who is your competition for products or services? Do they have a web site? If so what is the address?

5. Do you have a target date for your new site? Are there any considerations that may affect the schedule?

AUDIENCE / DESIRED ACTION

6. Do you have a typical profile of your audience?

7. What is the primary "action" the user should take when coming to your site? (donate,purchase, become a member, search for information, fill out a response form, etc.)

8. What characteristics separate your company from your competition? (quality, service, cost, value, etc.)

SITE/CONTENT

9. Do you have visual or text content which should be utilized from your current marketing materials

logo _____
color scheme _____
ads _____
brochures _____
other _____

10. If someone searches in google for the content that your web-site is going to have, what sorts of search terms would they use?

11. Please list several websites that you like, and what you like about them.



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12. Please list several websites that you don't like, and what you don't like about them.

13. Have you looked at the contents of your competitors web sites? If so, are there any features or content you find useful?

SITE TECHNOLOGY

14. Is database functionality important for your site?
a content management system (would you like to update the web site yourself)

Search Capabilities

Questionnaire on the site

Blog

Social Media Management

Flash Banners

eCommerce/Shopping Cart

eMail Marketing

Online Video Online Music

On-Going Maintenance and Web-site Management

15. Are secured transactions important for your site (donations)?

Yes No

Do you have a merchant account for taking credit cards?

Yes No

16. Which words describe how you envision a website that would best reflect your business/activity/company

Sophisticated	Folksy	Organic	Pastels	Classical
Historical	Metallic	Natural	Corporate	Family
Forceful	Aggressive	Colorful	Simple	Dignified
Playful	Geometric	Modern	Arts & Crafts	Neutral
Hard	Shy	Bold	Colors	Hip
Funky	City	Patterns	Restful	Mysterious
Groovy	Retro	Country	Happy	Collage
Soft	Rhythmic	Nurturing	Light	Dark

Things to Keep In Mind

Promoting and Maintaining Your Site

- An effective web site begins with thorough research. Search engine optimization and competitive analysis create the foundation upon which the site is built.
- Marketing your new site is an important component in customer awareness.

Preparing an announcement plan is a first step to a successful site launch.

- Think about how you will reach out to current and potential customers. Accompanying a web site with printed materials is often an effective strategy.

Think about what materials would work for you.

- You should plan on updating the content and visuals on your site periodically. Updated content is one of the top reasons why people return to a web site.
- Think about who will provide your updates and maintenance. Without careful management changes to sites can often become sloppy and disorganized.
- Dividing a project into phases to accommodate budget or timing constraints may be a possibility.



Contact HDG

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Send Web Survey to:

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