

New Project Questionnaire

Building a website should be a fun experience. It can also be stressful. There are hundreds of details to consider, and finding a way to share your vision with someone else can be difficult. To help get things going we ask all of our clients to complete this questionnaire to give us a foundation when working on your project. Copy this questionnaire, fill it out and email it back to us (admin@mixtureweb.com), or fax it in to us at (312) 962-8632.

About You and or Your Company

- What's your story?
- How did your company come into existence?
- How long have you been in business?
- Tell us about you, your company's vision, staff and goals.
- Tell us about the industry your company works in and how you envision this website giving you an advantage against your competition.
- Do you have an existing website? If yes, what is the address of the site and why do you feel it is not currently meeting your company's needs?
- What is your unique selling point or niche that someone would choose to visit your website?

Website Goals

- What are your short term goals for the website (what MUST it do and have when it is launched)?
- What are your long-term goals for the site (what do you envision it doing for your business 3-5 years from now)?
- How will the site serve your visitors/users/clients?
- How do you envision the site generating more business/clients for you?
- Please provide 5 adjectives to describe the feeling you want your website to portray.
- Visitors that view your website will make decide what your website is offering, is it trustworthy, would they purchase from you, is your website an authority on what they are looking for all within the first 3-5 seconds. What is your call to action on your homepage to engage the

Content & Design

- Provide an overview of the content you will provide to users. Please try to identify both static content that doesn't change (known as static content - like a company about page, pricing page, or a portfolio) and frequently changing content (known as dynamic content - things like product inventory, user-submitted content, news & updates, etc.).
- What content (if any) will require direct user interaction (i.e. submission forms, user registration, account profiles/management, shopping cart, etc.)?
- How far along are you in defining the content of your site? Have you written your company description, services outline, pricing guide, staff bios, terms of use, privacy policies and other similar content?
- Do you have company Logo, Branding and Identity established?
- Do you have images, media and textual content prepared already?
- How would you breakdown the various sections or pages of the website (i.e. homepage, about, products, etc.)?
- Will your website need a shopping cart, a member's area, or other special features?
- Can you provide an estimate of how many unique "pages" you see for the site?

Technical Needs

- Have you already secured a Domain Name (i.e. yourbusiness.com)?
- Do you need the website hosted?
- How will you provide your customers with support?
- If your website generates the traffic you anticipate, how many daily users do you anticipate initially, 1 year from now and 3-5 years from now?
- Have you ever worked with a website contractor before? Describe your experience.
- How would you rate your understanding of web technologies and how websites are built?
- How important is this element of the website project to your business?
- Have you thought about how you would like to arrange for long-term maintenance and updates to your website? We have a number of plans viewable on our client's page.
- Will you need any other services such as printing (Business Cards)?
- What email address would you like us to set up for you if you host with us or our partners?
- Are there any websites that you have seen and liked that you could refer me to as a point of reference?

Thanks so much for taking the time to fill this questionnaire out. We look forward to working with you.