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WEBSITE DESIGN

QUESTIONNAIRE

Name: _____ Phone: _____
 Company: _____ Fax: _____
 Address: _____ Email: _____
 City: _____ State: _____ Zip: _____ Website: _____

OceanWild Design's website design pricing is based on the complexity of the project, the number of pages and the overall functionality your site requires. Since every website project is different, the answers to these questions will help to better understand the overall goals and needs of your project and to determine budget and pricing. Please be as detailed as possible, as many of the answers will directly affect the look and feel of your website.

1. IS THIS FOR A ...? NEW WEBSITE DESIGN REDESIGN OF EXISTING WEBSITE

DOMAIN NAME, SETUP & HOSTING:

2. Desired or Existing Domain Name: _____
 3. Is this domain name already purchased? YES NO
 4. If not, would you like help in acquiring and registering a domain name? YES NO
 5. Is web hosting already setup? YES NO
 6. If so, Hosting Service: _____

PROJECT INFORMATION:

7. If you already have a website, will you be...? using your existing content adding more content?
 8. Describe the nature of your business: _____
 9. What type of website will this be? Brochure Catalog Store/Ecommerce Lead Generation
 Blog Forum Portfolio Mini Site Other:
 10. Will the site require any special functionality? Database Newsletter Account Signup Videos/Movies
 Social Media Integration Contact Forms Online Galleries Surveys/Polls Google Maps
 Event/Calendars Downloadable PDFs Career Application Customer Portal
 Other: _____
 11. Are you planning on having advertisements on your websites? YES NO
 If so, please list ad servers: (i.e. AdSense, Commission Junction, Amazon, AdBrite, etc.) _____

12. Would you like to be able to update your content on your own? YES Not Necessary

13. What is the core purpose of this site? (Check all those that apply)

- Entertainment
- Increase Sales
- Increase brand/product recognition
- Gather Data
- Improve Internal Communication
- Increase Prospective Customer Base
- Other: _____

14. What is the primary message you wish to convey? _____

15. What do you hope to achieve with this website? _____

16. Who is your target market? (Average Age? Gender? Geography? Income Level? Education Level? Special Interests?) _____

17. When would you like the site completed? 1–2 months 3–5 months I’m flexible

DESIGN:

18. What image or “look and feel” do you want your site to project? (minimalist, beachy, corporate, casual, formal, serene, friendly, urban, personal, etc.) _____

19. Do you have specific design elements in mind? If so, please detail: _____

20. Do you have anything in mind for background images or colors? _____

21. Please list any colors, fonts, that you would like to be included in the design: _____

22. List some example of sites you like: _____

23. Sites where I like the color scheme: _____

24. List sites of your closest competitors, including what you like and dislike about them: _____

25. Total number of pages you have decided upon:

26. Please list the different pages and subpages of the site: (i.e. Contact Us, About Us, Services, News, Events, History, Careers.

If you have a Site Organization Chart already laid out, please send along with this brief.)

27. Sites where I like the navigation: _____

CONTENT & COPYWRITING:

28. Do you have text/content already written for your website? YES NO

29. Would you like help developing text/content (aimed for marketing) for your website? YES Not needed

30. Do you need your site to be available in any other language besides English? YES NO

If so, list other languages: _____

SUPPORTING GRAPHICS:

31. Will you be providing the logo? YES NO

(If No, developing this first is strongly recommended as an essential part of your business foundation.

OceanWild Design also provides logo design services. Please ask for details.)

32. Will you be providing all images/photos for the site? YES NO

33. If No, do you have a separate budget for stock photography images? YES NO

Please list separate budget for stock photography: \$ _____

E-COMMERCE:

35. Are you going to be accepting credit cards? YES NO

36. If so, do you currently have a merchant account? YES NO

37. List the name of your merchant account if you have one: _____

38. If you are selling multiple products/services, how many will be listed on the site? _____

SEARCH ENGINE OPTIMIZATION:

39. What keywords would you use or what words do you think people would use to search for your site?

40. Basic search engine optimization is provided to initially register your site. Would you be interest in using OceanWild Design in improving your search engine placement and/or register with multiple search engines?

YES Not Necessary

41. WHAT IS YOUR BUDGET?:

- \$400 \$400–\$900 \$1000–\$1500 \$2000–\$4000 I'm flexible

(Providing a budget will help determine solutions based on varying budgets. Prices are calculated by estimated hours multiplied by current hourly rate and any additional features needed.)

42. ADDITIONAL INFORMATION: *(Please include any other details that you think may affect your site)* _____

MAINTENANCE:

43. Are there areas of your site that will need to be updated regularly? (i.e. products, prices, events, announcements)

44. Would you be interested in having OceanWild Design do updates and maintenance on the site? YES NO

45. How often would you require updates? Daily Weekly Monthly Quarterly Yearly

MATERIALS TO PREPARE & SUBMIT: *(The following are the basic materials needed from you to begin your project)*

- Domain Name Purchased & Hosting Login Credentials
(inquire about choosing a domain name provider if you don't already have one)
- Company Logo, Photos, Graphics, etc.
- Contact Options
- Services/Products Page Content
- About Us Page Content
- Terms & Conditions Page Content
- Frequently Asked Questions *(if applicable)*
- Privacy Policy *(if applicable)*
- Other: President's Message, Mission Statement, Blog
- If you already have hosting service, will need FTP access credentials (username/password)
- 25-word site description containing the most important keywords

Submit this brief by email to: info@oceanwilddesign.com

or fax (toll-free) 866.730.9432 or mail to: OCEANWILD DESIGN, 35764 ATLANTIC AVENUE, OCEAN VIEW, DE 19970-0567

A full proposal will be submitted, dealing with how the site would be built, the layout, the costs (initial and ongoing), the timeframe involved and any assumptions and conditions made for the project. (Production of your site will be scheduled once pricing is approved and the deposit, this brief and content are submitted.)