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WEB SURVEY.

This Web Survey will help us gain valuable information about the overall goals of your website design including message, audience, content, look and feel, and functionality. Please complete the information below and return it to Megan Roe at BWC Creative. This information will facilitate the next step. *Thank You!*

GENERAL INFORMATION.

Name:
Company:
Address:
Phone:
Email:

Please use the space below to tell us a little about your company.

1. How did you hear about BWC Creative?

- Online Ad
- Clicked a link
- Online Editorial
- Direct Mail
- Print Publication
- Referral, who?
- Other:

2. Will this be a new website, a redesign, or an addition to an existing website?
- New site
 - Redesign
 - Adding On
 - Other:
3. What kind of website? *You may check more than one.*
- Informative Splash Page
 - Informative website
 - Business website
 - Ecommerce
 - Community website
 - Other:
4. Do you have other websites for this company? Yes No
If yes, list the URL(s)?
5. Do you have a registered domain name/URL for this project? Yes No
If yes, what is it?
6. Do you have hosting abilities for this project? Yes No Not Sure
7. What is your *desired* launch date for the new site?
8. Are there any outside considerations that may affect the timeline?
(i.e. New Business Opening, Product and/or Service Launch, Tradeshow, Convention, etc.)
9. What is your budget range?
- Less than \$1,000
 - \$1,000 to \$5,000
 - \$5,000 to \$10,000
 - \$10,000 to \$25,000
 - More than \$25,000
 - Other/Specific Amount:

10. What are the reasons for a new site, redesigning or addition?
(i.e. Web Presence, New Business, Outdated, Expanded Services, etc.)

11. What are your online business objectives?
(i.e. Brand Awareness, E-commerce, Portal for Industry, ROI, etc.)

DESIGN GOALS.

12. Tell us about your audience. (i.e. Age Range, Demographics, Industry, etc.)

13. Does your company have a style guide? Yes No Not Sure
If yes, please submit a copy.

14. Are you submitting marketing materials for this project? Yes No
(i.e. Brochures, Sales Materials, CD, any other visuals, etc.)

15. Describe how your visitor should perceive this site.
(i.e. Corporate, Fun, Informative, Prestigious, etc.)

16. Will you need branding and/or copywriting services? Yes No Not Sure
(i.e. Naming, Logo Development, Overall Look & Feel, Color Theme, Copywriting, etc.)
If yes, please list:

17. List URLs of websites that you find compelling in your industry:
We'll talk more about these sites during our initial meeting.

18. Do you offer a product or service that sets you apart from your competitors?
 Yes No If yes, please explain.

CURRENT SITE.

*If you **do not** have a website, please skip this section.*

19. Do you believe that your current website offers a favorable user experience?
Please explain.

20. Have you conducted usability tests on your site? Yes No Not Sure
If yes, please indicate an approximate date:
We'll talk more about your report findings during our initial meeting.

21. What areas of your website do you believe are currently successful?
Please explain.

22. What areas of your website do you believe are NOT currently successful?
Please explain.

23. Can you give us any statistics or metric reports from your current website?
 Yes No Not Sure (i.e. Google Analytics, Urchin, etc.)
If yes, please submit a copy.

TECHNICAL QUESTIONS.

*If you **do not** have a website, please skip this section.*

24. If you are not able to answer the technical questions below, whom can we talk to?
Name _____ Title _____
Phone _____ Phone _____
Email _____

25. Do you have a site map? Yes No Not Sure
If yes, please submit a copy.

26. What code is being used for your website? (i.e. ASP.net, Classic ASP, PHP, etc.)

27. What is your database? _____ Not Sure
(i.e. MS SQL, My SQL, Oracle, etc.)

28. Explain the features you want for this site.
(i.e. Audio, Blog, Forum, Online Forms, Search Capabilities, Secure Login, Video, etc.)

29. Will this site offer online shopping (E-commerce)? Yes No Not Sure
If yes, how many products and/or services do you plan to offer online?

30. Will images be provided electronically? Yes No
If no, will you need our assistance in scanning images for you? Yes No

31. After the site is launched, will you have your own IT support? Yes No
If not, would you be interested in a maintenance contract? Yes No

32. Are you interested in community based marketing, online advertising, or Search Engine Optimization? Yes No
We'll talk more about your options during our initial meeting.

33. We would like to address any additional questions or comments you may have:

Thank you in advance for your valuable time.

The Creative Team at BWC Creative