

WEBSITE QUESTIONNAIRE



CONTACT INFORMATION

Company Name: _____

Address: _____

Contact Name: _____

Phone: _____

Title: _____

Fax: _____

Email: _____

How did you hear about HMG? _____

SERVICES

Website Design & Development

Site Analysis

Domain Name Registration

Logo Design

E-commerce

Other

Website Maintenance

Website Hosting

Who will be the contact person(s) for your website?

Are you scheduling other events around this deadline?

What is the budget for your project? Does this include hosting and maintenance?

Would you like the project broken down in phases to help you meet your goals?

Is there a deadline for this project?

Will this be a new website design or redesign of an existing website? If you already have a website will you be using your existing content?

BACKGROUND

Describe the nature of your business.

Describe your target audience (i.e. average age, special interests, income level, education level). Do they have any special needs?

List the services that your company provides:

Do you currently have marketing materials that we should incorporate into our design?

How many pages do you anticipate that your website will have?



facebook.com/hmgcreative



twitter.com/hmgcreative



www.hmgcreative.com

Phone/Fax: 888.744.0464 • Email: hello@hmgcreative.com

GOALS \ CONCEPT \ DIRECTION \ STRATEGY \ MESSAGE

What is the core purpose of your website? Check all those that apply.

Entertainment

Increase sales

Reduce customer service calls

Increase corporate, brand, product

Improve internal communication

Other

Recognition

Increase prospective

What is the primary message you wish to convey?

Do you have any specific design elements in mind?

What kind of interactivity will your site need?

STYLE \ DESIGN \ MESSAGE \ THEME

What image do you want your site to project, what should be "the look and feel"?

Sites designed for the same target audience:

Please list some examples of sites that you like:

Please list some competitor's sites and what you like and dislike about them:

Sites where I like the navigation:

Please list some sites that you like in general/overall:

Sites where I like the color scheme:

Explain what you like and dislike:

Sites where I like the branding or image:

Please list sites that you do not like. Explain.



LOGO AND CORPORATE IDENTITY

Do you have a company logo? Yes No

Do you have a company slogan and/or mission statement? Yes No

Approximately how many photos/graphics would you like to use on the site?

Do you have a separate budget for images? Yes No

Do you have a corporate color scheme or any symbols/icons that we should incorporate in our design? Yes No

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

E-COMMERCE

Are you going to be accepting credit cards? Yes No

If so do you currently have a merchant account and payment gateway? Yes No

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

How many products and/or services do you plan to sell?

MAINTENANCE

Would you be interested in having us handle updates and maintenance for your site? Yes No

Are there parts of your site that will need to change regularly (i.e. products, prices, announcements, etc.)?

SET-UP AND HOSTING

Do you currently have a web hosting? If so, what company currently hosts your site?

Would you like HMG to host your site? Yes No

Do you currently own your own domain(s)? Yes No

If not would you like help in acquiring and registering one? Yes No

If yes, please list your top three choices and we will find out if one of your choices is available.

If you already own your own domain(s) please list below as relevant to this project.

[CLICK HERE TO SUBMIT](#)



facebook.com/hmgcreative



twitter.com/hmgcreative



www.hmgcreative.com

Phone/Fax: 888.744.0464 • Email: hello@hmgcreative.com