

Website questionnaire

This questionnaire on DESIGN is in three parts:

A: Basic appearance, feel & utility

B: Functionality

C: Commissioning

A: Basic appearance & feel

1. Have you located any web sites that you like? What was it you liked about them?

Clean and simple?

Easy to get around?

Informative?

Colourful and caught the eye?

Still or moving?

Did new news items come in all the time?

Was the layout boxed?

Did videos appear on the site?

Were pictures used and if so what kind?

Was any type of audio used?

Other attributes you would like to add?

2. List 5 or more attributes of these sites that you like....

3. List 5 or more attributes of the sites you have seen that you do not like.....

4. What do you want your website to do for you?

Advertise your services and/or products?

Provide you with dedicated space to update regularly?

To act as an online shop for you?

To advertise the wares of other, thus work as an affiliate?

Do you want to include Google ads?

Do you want to create a list to which to promote your and possibly others products and services?

Would you like relevant news items to constantly appear on the site?

Do you want your site to be a membership site?

5. How much do you want to spend on creating your web site?

£0 – 250

£250 – 500

£500+

6. How much are you prepared to spend (either as cash or as in your own time) to maintain your web site each year?

£0 – 250

£250 – 500

£500+

7. Do you want to build your own site or use a professional? Or do you want to use a hybrid model?

8. Anything else you can think of?

B: Functionality

1. Do you know how to find and optimize your site for your KEY WORDS?

2. You need to define on a hierarchy of your keywords. Do you know how to do this and why you need to think about such a hierarchy?

3. Do you already have products or services that you could immediately promote?

4. Have you got ideas on how to grow your email list and how to use your website to get more?

5. Do you want a webshop? If so have you got a merchant account? Have you considered the fees related to this? When you will be paid, how and how quickly?

6. If you would like to have affiliates do you know how to set up others that wish to promote your products and services and those that you yourself wish to promote? What sort of commission should you pay your affiliates? If not all a great deal of this can be done with the help of plugins for WordPress hence these question.

7. Have you heard about joint ventures?

8. Do you wish your website and what you do on it to be linked to Social Media like LinkedIn and others? Would this be desirable for your type of business?

C: Commissioning

1. Do you know how to get yourself a domain name and hosting?

2. Are you aware of the pitfalls to avoid?

3. Do you yourself want to be able to change your website regularly? Or rather have others looking after aspects of it or even every aspect of it?

Do you want to update WordPress, themes and plugins when necessary, deal with comments that will turn up etc?

Make changes on your website that can range from changes of colours within it, to text editing, to making pictures clickable, to uploading products in your shop etc.

4. Do you wish further SEO services to be applied? And would you like to tap into further website traffic? Paid or organic or mixture of both?

5. Do you want to have a Facebook page and possibly others?

6. How much of all this would you like to learn or do and how much would you like to outsource?

7. Anything else you can think of?

I have a lot of experience with planning a website and can help you to do so.