

A.B. Web Development
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Web Site Design and Development Questionnaire



Hello,

Please provide answers to the following list of questions, which will help to have a deeper understanding on file of the project requirements and scope. Based on your input and the project requirements I will prepare the details for the project proceedings.

Thank you,
Ashley Brauer

1. PROJECT NAME:
2. HAVE YOU REGISTERED A DOMAIN NAME? IF YES, PLEASE MENTION HERE:
3. WILL YOU BE HOSTING WITH US? If you are not hosting your site with us, what is the URL of the hosting company?
4. PLEASE PROVIDE THE SITEMAP?
Site Map includes all sections and subsections of your web site. An example is laid down below, please feel free to add to it:

Home

- *About Us*
Contact Us

Online Catalog

- *Locate a Dealer*
Gallery & Video

FAQs

Privacy

Terms & Conditions

5. WHAT IS YOUR COMPANY NAME AND PURPOSE OF THE WEBSITE? Please describe the business concept.

(Please mark your answers in with an «X» in the box)

E-Commerce/On-Line Sales

Improve Customer Service

Provide Information on Products and Services

Broaden your Customer Base

Supplement your Current Advertising

Keep in Contact with Current Customers

Improve Site Design & Layout

Improve Functionality and Navigation

Other (Please Describe)

DESCRIBE YOUR BUSINESS CONCEPT:

1. PLEASE WRITE YOUR MISSION STATEMENT OR A COMPANY SLOGAN, IF ANY.

7. ANY ADDITIONAL TEXT / CONTENT FOR THE HOMEPAGE.

SIDEBAR

Ad Gallery and Publication Links To Publication Websites

Search Products and keywords

Dealer Locator By Zip Code

8. WHAT ARE YOUR COLOR PREFERENCES (IF ANY)? PLEASE MENTION 3 COLORS OF YOUR CHOICE:

a)

b)

c)

9. DO YOU HAVE ANY PREFERENCES FOR IMAGES TO PUT ON THE HOMEPAGE DESIGN? PLEASE ATTACH THE IMAGES OF YOUR CHOICE AND MENTION THE IMAGE NAME or NUMBER HERE.

10. PLEASE PROVIDE URLS OF REFERENCE & COMPETITOR SITES. PLEASE MENTION 5 SITES THAT YOU REALLY LIKE AND WHY

a)

b)

c)

d)

e)

11. Do you have a logo? Please send a JPEG of it. If NOT, please send your description so we may design one for you!

12. PLEASE MENTION ANY OTHER INFORMATION PERTAINING TO YOUR SITE. ALSO, SEND US THE WEBSITE CONTENT (WRITING YOU WANT ON THE WEBSITE) IN AN ELECTRONIC FORMAT.

If different from the content on the original site please send the revised copy or mention you want copy writing added to your quote and explain which areas you would like copy.

13. All A.B. Web Development sites are built on a Search Engine Optimization (SEO) FRIENDLY platform. Additional Search Engine Optimization is encouraged on an ongoing basis to establish and hold good standing in the search engine rankings (more people see and reference your site).

DEVELOPMENT

If you do not have the flow diagram, please specify your requirements in detail/ answer the questions listed below.

16. WHAT DO YOU INTEND TO ACCOMPLISH WITH THE WEBSITE?

18. **WHAT SERVICES ARE YOU INTERESTED IN?**

(Please mark your answers in **bold**)

Domain Registration

Web Site Design & Development

Web Site Enhancement

Web Hosting

E-Commerce/Shopping Cart

Web Programming

Database Integration

Flash Animation Design

Brochure Design

Business Cards/Letterhead Design

Internet Marketing & Promotion

Grammar & Text Editing

Web Site Maintenance

Other (Please Describe):

19. WHO IS YOUR TARGET AUDIENCE? (Age, gender, interests, locality)

20. HOW MANY PRODUCTS DO YOU PLAN TO HAVE ON YOUR SITE (if applicable)?

21. WHEN PEOPLE VISIT YOUR SITE, WHAT WOULD THEY DO?

(Please mark your answers in **bold**)

Hire you to perform some service

Join your company

Communicate with you

Inform you about something

Seek information about your products, services or organization

To be entertained

Comparison shop or to buy a product

Connect with others of similar interests

Register for an account, IF YES, please describe.

View Brochure

View a Catalog

Order a product or service online

Seek some information

22. PLEASE SELECT ANY OF THE FOLLOWING FEATURES AS DESIRED:

(Please mark your answers in **bold**)

About Us

Contact Info

Personnel Bios

Testimonials

FAQ's

Service/Product Descriptions

Event Calendar

Classifieds

Guestbook

Chat Room

Opinion Poll

Shopping Cart

Links

Photo Gallery

Email Capture and Admin

Content Management

Mailing list (announcement only).This is what you use to send out announcements or email newsletters.

Mailing list discussion group

Online Message board or forum
Contact, subscription, survey or feedback forms
Password protection for certain pages
Site search engine
E-cards
Music clips listen/ download/ upload
Video clips view/ download/ upload
File Upload (Type of file)

23. HOW WILL YOU ACCEPT PAYMENT THROUGH YOUR WEBSITE?
(Please mark your answers in **bold**)

Traditional Processing (Checks, Money Order, etc)
Manual Credit Card Processing (Processed by the merchant)
Real-Time Credit Card Processing (Automatically processed on checkout)

24. PLEASE SELECT REAL TIME CREDIT CARD PROCESSING OPTION:
(Please mark your answers in **bold**)

Paypal
Paypal Pro
Paypal SDK
HSBC
Moniers
Assure Buy
Authorize.net
Google check out
Others Please Describe

25. WILL THERE BE SHIPPING FACILITY ON YOUR SITE? IF YES, PLEASE SELECT FROM THE FOLLOWING:
(Please mark your answers in **bold**)

UPS
USPS
FedEx

OTHERS PLEASE DESCRIBE:

26. IS YOUR WEBSITE CONNECTED TO A DATABASE? IF YES, PLEASE SELECT FROM THE FOLLOWING:

(Please mark your answers in **bold**)

MySQL

Microsoft Access 97/2000

Oracle

SQL Server

Other (Please Describe):

27. DO YOU PLAN TO MAINTAIN AND UPDATE YOUR SITE?

(Please mark your answers in **bold**)

YES: I plan to add, perform updates, and edit content myself

NO: I would like to set up a monthly maintenance program to have someone dedicated to my account as my «GoTo» representative

MAYBE

28. IF THERE ARE ANY ADDITIONAL FEATURES YOU WISH TO ADD WHICH HAVE NOT BEEN MENTIONED ABOVE, PLEASE MENTION THEM HERE: