



# PRIMARY WEB

**Be Known For What You Do**

*Web project questionnaire*

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**Company Name:**

**Point of Contact:**

**Name of the Project:**

**Email Address:**

**Expected project end date:**

## **General Questions:**

Do you have a URL in mind for your website, if so what is it?

Have you already bought the domain? Yes No

Could you give us a ballpark figure for your available budget for the website project?

The next few questions will help us understand exactly what you're after with this site. Click on **Yes or No** in the appropriate buttons that apply to you:

### **My site will be built to target:**

Business customers (B2B) Yes No

Consumers: (eCommerce) Yes No

### **Would you like to market to clients based on different Demographics?:**

1. Gender: **Yes No**

2. Specific Age Group: **Yes No**

3. Geography: **Yes No**

- Local (town / city)
- National (Country)
- International

### **Some words about your company:**

Subsidiaries:

Average number of employees:

Someone's searching the web for your business. What keywords or phrases will they search for in Google?

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**Our new website would need to include:** Click on the buttons that apply to all of your needs:

Responsive design for use on tablets & mobiles	<input type="checkbox"/>
CMS based (WordPress / Woo-Commerce / Drupal / Joomla /Magento ) or PHP / Ruby On Rails <b>(Mention your choice here)</b>	<input type="checkbox"/>
Online Magazine	<input type="checkbox"/>
Online forum/ blog	<input type="checkbox"/>
Newsletter system	<input type="checkbox"/>
Social network integration/ Re-direction	<input type="checkbox"/>
Intranet system	<input type="checkbox"/>
Separate, dedicated landing pages	<input type="checkbox"/>
A redesign of a current website	<input type="checkbox"/>

Additional requirements:

**We want the following special features to be included in our new website:**

Click on as many as you need:

Product / Service Registration form	<input type="checkbox"/>
Video streaming	<input type="checkbox"/>
Embedding Videos	<input type="checkbox"/>
Global Search Button	<input type="checkbox"/>
Newsletter/ Email sign up forms	<input type="checkbox"/>
Information/ request forms	<input type="checkbox"/>
Assets Uploads/ downloads	<input type="checkbox"/>
Customer backend encrypted login	<input type="checkbox"/>

Customer Registration	
An online store/shopping cart	
Online payment gateway	
Do you want to integrate any Third Party API's ?	
Complex Blog module	
Image gallery	
Homepage Image slider	

Other features:

**Help us out here - Who will provide the following resources?**

Stock photography	[We will]	[ <i>Your Company</i> ]
Company photographs	[We will]	[ <i>Your Company</i> ]
Other Artwork/ Illustrations	[We will]	[ <i>Your Company</i> ]
Website Content	[We will]	[ <i>Your Company</i> ]
Company logo	[We will]	[ <i>Your Company</i> ]
Graphic design	[We will]	[ <i>Your Company</i> ]
Metatags/ description	[We will]	[ <i>Your Company</i> ]
Font Licenses	[We will]	[ <i>Your Company</i> ]

**Design elements:**

Does your company have established image & branding guidelines (i.e. fonts, color schemes etc)? Yes No

Could you give us the websites of your top 3 competitors?

- 1.
- 2.
- 3.

If you had to pick 3 websites you would love to have, which would they be?

- 1.
- 2.
- 3.

**What will happen once we deliver the site?**

Would you like us to update your site or would you like to be responsible for updates?

[We will update]      [We require updates]

How often do you require updates? Click on as many as apply to you:

Daily

Weekly

Monthly

Quarterly

Other

Is there anything else you'd like to tell us?

That's all we need for now! Thanks for taking time to fill this in - we'll be in touch with a quotation within 48 hours.