



Website Planner Questionnaire

Goals:

What do you want from your website and what do you expect it to do?
How will you evaluate these goals and measure their success?

Marketing Issues:

Who is the intended audience of the website?
What will motivate people to visit the website?
What will they expect to do or view on your website?
How will the website be promoted?
How will the website fit in with current marketing plans?

Content:

What content is necessary? (Text, images, animation, PDF files, databases)
Who will develop and/or review content?
How frequently will each section be updated?
What interactive elements are necessary? (Contact forms, search site, ordering)
Does the web site need to interface with an existing company database or system?
What industry websites have contents or features you like?

Graphical Look:

How do you want the website to look?
What types of images, colors, and/or fonts do you prefer?
How will this look affect current marketing material?
What section of the website would you like to work on first?
What is your timeline and what requirements or constraints will affect this?
Requirements for hosting? (Website statistics, secure server, online database)

General Questions (If Applicable):

How many Static Pages would you like? (Basic HTML)
How many Flash pages would you like? (Flash Animation)
How many Dynamic pages would you like? (Pages that interact with data)
How many back-end pages would you like? (This allows you to enter data. Data is then shown to the user on a web page.)
How many times a week would you like to meet once the project begins?

**Please Fax Back To TCSMedia
(407) 264-6310**