

YOUR COMPANY PROFILE

1 **What is your business?**

Example: We make shoes.

2 **How old is your company?**

Example: More than 50 years old. / Started up just 9 month ago.

3 **Size of your company?**

Example: 200 employees in 4 countries. / Just me and my brother.

4 **Your business in one sentence?**

Example: We make great hiking shoes for families and professional hikers.

5 **Do you currently have a logo/identity? Other marketing materials?**

Yes / No. If yes, samples or pdfs are helpful to ensure brand consistency for the website.

6 **Do you have a slogan or tagline?**

Example: Never Stop Exploring. / Fight & Fitness

7 **What are some adjectives you would use to characterize your business?**

Check off all that apply:

- | | | | | |
|------------------------------------|---------------------------------------|--|--|--------------------------------------|
| <input type="checkbox"/> Corporate | <input type="checkbox"/> Conservative | <input type="checkbox"/> Professional | <input type="checkbox"/> Serious | <input type="checkbox"/> Traditional |
| <input type="checkbox"/> Classic | <input type="checkbox"/> Casual | <input type="checkbox"/> Fun | <input type="checkbox"/> Creative | <input type="checkbox"/> Youthful |
| <input type="checkbox"/> Warm | <input type="checkbox"/> Caring | <input type="checkbox"/> Compassionate | <input type="checkbox"/> Collaborative | <input type="checkbox"/> Personal |

Any additional words:

8 **Is there a story that is unique to your company?**

Example: My granddad went uphill 5km every day in WWII. He perfected army shoes for 3 years, founding our company after the war. / Edmund Hillary wore a shoe my granddad made when conquering Mt Everest in 1953.

YOUR MARKET

9 **How does the market see your company today?**

Example: They think we're a well established company with good products.

10 **What aspect of your image needs improvement? How do you want to be seen?**

Example: People think we are old school. We want to be seen as a company with traditional values but using the latest technology and materials.

11 **Who are your competitors and what do/don't you like about their websites?**

Example: CAT, Timberland and other smaller companies.

12 **How are they better/worse than your product/service?**

Example: CAT and Timberland has strong brands – we're less well known but we have a bigger history and are more serious about our product. CAT is masculine – we're not, but want to be. Timberland has a very natural feel to it – we want that too.

YOUR TARGET

13 **Describe your potential customers.**

Example: income, interests, gender, age, urban/rural, even type of computer they use, e.g., old with dialup account or newer with broadband.

14 **If your customer was a cartoon character who would it be?
No, we're not kidding :)**

Example: Ha ha, I would say Nemo / Courage the Cowardly Dog



YOUR WEBSITE PROFILE

15 **Why do you want to have a new website, or have your current site redesigned?**

16 **Is there anything your current site does not do that you would like/need it to?**

Example: Your current site is not functional in current browsers / You want functionality your current site does not have (explain) / You want to be able to update the site yourself.

17 **Are you planning to do online sales? If so, what is the product, and how many items do you want to sell online?**

If you're planning to sell online, are you set up to accept credit cards? The application process for this can be time consuming, so best to get that set up right away.

18 **Do you plan to update the website content yourself/internally?**

If so, we will likely build the site in a Content Management System (CMS). This affects how we will build the structure of the site and can affect the budget.

19 **What main sections do you see in your website? How many pages?**

This will be our jumping off point. We will help guide you to a user-friendly site map.

20 **List the names of 5 sites that you like. Why are they attractive to you?**

21 **Are there any colours that have positive/negative connotations in your industry or culture that should be incorporated/avoided? Are there any specific colours that you do/don't like.**

Example: Blue is the well-known colour of our close competitor / In our culture Black represents death or mourning / Our machinery is yellow and would like it represented.

22 **What is your budget for this project?**

23 **Who are the decision makers on this project? What is the turnaround time for making a decision?**

24 **What staff will be involved and what are their roles? Do you have a webmaster/ IT person on your staff?**

25 **Where is the website content coming from (or do you need a copywriter)? Who is responsible for updating/editing it? Is it ready for use on your website?**

26 **Do you have a domain name registered/hosted and have existing email setup?**

If yes, what is the ftp login for the website, or who would be able to provide this to us? If no, would you like us to register a domain(s) for you and set up hosting/email?

27 **What words or phrases would you Google to find your site?**

Which of these words or phrases is most important? Second? Third?

28 **What is your deadline for completing the site? Does this tie in with a product launch or any other time sensitive event?**

29 **How do you plan to encourage repeat visitors and referrals?**

Example: frequently updated specials, social media, contests, etc.

Thank you for taking the time to complete this questionnaire. It will help guide us to achieve the right character and level of functionality for your website.

