

Creating a Web Site / Online Identity Prep Questionnaire

In order to create a successful web site for your company, it's important for us to understand your company and its products or services.

Please fill in the following questionnaire with as much detail as possible to aid us in developing your web site.

COMPANY NAME

Provide your exact business name, as it is to be expressed on your web site. If there are any abbreviations like "Inc." or "LLC", or **registered trademark tags** please included them.

TAGLINE

If you require a company tagline or slogan to be part of your web site, please provide it below.

COMPANY OVERVIEW

Please provide an overview of your company's product or service and any qualities and benefits offered. Include any pertinent information you feel will assist us in developing your company's web site.

Who makes up your target demographic?

STONE, MOOD AND ATMOSPHERE

Please choose all of the characteristics that you would like your web site to reflect. Mark all that apply.

Romantic	Sassy	Scientific	Sporty / Active
Graceful	Edgy	Old Fashioned	Caring
Elite	Strong / Vibrant	Warm	Corporate
Artistic	Casual	Formal	High Energy
Wild	Practical	Childlike	Friendly
Solid / Reliable	Mellow	Quiet / Peaceful	Cutting Edge
Fun	Whimsical	Youthful	Official
Stylized	Wacky	Provocative	Family
Other:			

Please list company web sites that you **like**, and provided their web sites. What do you **like** most about each of the web sites that you have listed?

1. Company Name:	Web Site URL:
List the characteristics you like:	
2. Company Name:	Web Site URL:
List the characteristics you like:	
3. Company Name:	Web Site URL:
List the characteristics you like:	



Please list company web sites that you **dislike**, and provided their web sites. What do you **dislike** most about each of the web sites that you have listed?

1. Company Name:		Web Site URL:	
List the characteristics you dislike:			
2. Company Name:		Web Site URL:	
List the characteristics you dislike:			
3. Company Name:		Web Site URL:	
List the characteristics you dislike:			

Are there any specific requirements that must be included in your web site design?
(e.g. "Our website needs to include an image/design of a globe.")

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Are there any specific things that you would like to avoid in your web site design?
(e.g. "Don't include any flash animation in the website design.")

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Do you have a specific design idea that you wish to have developed for your web site design?
(e.g. "One of my ideas was to have a tree emerging from a book with a rainbow wrapping around the top.")

Do you have a specific time frame that you require for your web site?

What is your call to action for your web site?

Do you have any other notes?

