

Are You Working The Web?

Web Site Questionnaire

Who is your target market?

List ALL the potential buyers/users of your product or service.

Target Market:

What is your goal for this Web site?

List the things that you want your Web site to do. Will it be an electronic brochure or full-blown e-commerce site?

Customer Service
Provide Information (Corporate Brochure)
Advertise Your Services
List Current Events
Sell Products

Goal:

How many pages do you think you would need? _____

A Web site can consist of 1 to 1000 pages. Make sure you identify your goals and markets, so that you can narrow the focus of your site. Each key item you identify in the previous step should have it's own page with subordinate pages if the information is very detailed. Draw a hierarchy of your information and this will help you determine the number of pages needed.

What's your annual budget? _____

Be sure to account for things like monthly hosting costs, connection costs, site maintenance fees and e-commerce charges (if you are selling products) merchant charges etc...

Are You Working The Web?

How often will you update? _____

Site information should be updated periodically. The frequency of updates really depends on what your site is offering. For sales (e-commerce) oriented sites, you may have product specials daily, weekly, monthly etc... Most of these can be done through your shopping cart interface and may not necessarily be performed by an outside party. Content should be updated at least monthly whether you have a sales oriented site or not. If you have a service-oriented site, perhaps you would have a section that could provide updates about your company or related industry topics.

Would you like security features (i.e., preferred access to select pages)? ___

Will you be accepting Credit Cards? Are you going to use a database? Will you have private information or content on your site? You may have a membership or subscription only site. Make sure to figure this out first, before deciding on a Hosting Company. This is important to consider, some hosting companies charge extra for password-protected areas of your site or for database storage and access.

What colors would you prefer?

This may seem silly if you have already established a corporate identity. Make sure the colors you choose for your site's "theme" are eye pleasing and work well with any browsers. Avoid bright colored text; it's too hard on the eyes if you have a lot of information on the page.

Will visitors interact with your Web site?

How will they interact?

Do you need any of the following?

User Registration Forms

Feedback forms

Questionnaires

Surveys

Order Forms

Shopping Carts

Chat Rooms

Message Boards

Database or Site Search