

# Web Design VFW Client worksheet

[The following client worksheet is to enable us to get a good idea of the website design and services you are looking for. This sheet can also help you with building your own website yourself using our many services]

**WebDesign VFW**  
Media Business Solutions

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**Web Site Client Questionnaire**

<b>Company:</b>	<b>Contact:</b>
Address:	Email:
City, St, Zip	Phone#
Phone#	Are there other decision makers? Please specify:
Website address – or desired Domain(s)	

**Tell us about your Company.**

Please give us a brief overview of the company.



**What is the purpose of this site?**

This section should include an overview of what the general purpose and goal of the web site is. Please check off the ones that apply to you.

- Explain your products and services
- Bring in new clients to your business
- Provide your customers with information on a certain subject
- Deliver news or calendar of events
- Create a blog that addresses specific topics or interests
- Sell a product or products online
- Provide support for current clients

**Do you have a time frame or deadline to get this site online? Please explain.**

**Do you have a budget in mind?** (If you do not, please provide a range that you are willing or able to invest)

**What will make this site a success for you?** Please specific.

**Target market:** Who will visit this site? Describe your potential clients. Young, Mature, demographics etc.



**Why do you believe site visitors should do business with you rather than with a competitor?**

**What action(s) should the user perform when visiting your site? Please check off all that apply.**

- Call you
- Fill out a contact form
- Fill out a quote form
- Sign up for your mailing list
- Search for information
- Purchase a product(s)



**Are you going to need?**

- Content Management (add/update your own pages)
- Ecommerce (sell products)
- Not sure

**Are there any additional features that you would like for your site or things that you would like to add in the future?** Please be as specific and detailed as possible.

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**Design**

People are coming to your new site for the first time. How do you want them to feel about your company?

- Yes (explain)  No

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**Are there corporate colors, logo, fonts etc. that should be incorporated?**

- Yes
- No

Is there a specific look and feel that you have in mind?

- Yes
- No

**Websites of your closest competition**

Please include at least 3 links of sites of your competition. What do you like and don't like about them? What would you like to differently or better?

1.
2.
3.

**Of the Websites above**

Please comment on what you like about each site, i.e. the look and feel, functionality, colors etc. These do not have to have anything to do with your business, but could have features you like. Please include at least 3 examples.

1.
2.
3.

**Marketing the Site:** How do people find out about your business right now?

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**Have you thought about how you're going to market this site?**

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**Do you have any social network accounts setup? (Facebook, Twitter etc.) i.e. facebook.com/yourcompany**

Please include your full link as exempld above Facebook site


**Do you want links to those accounts on your site?**

- Yes
- No

**Do you have a mail service account? (Google, Yahoo, Hotmail, etc.)**

- Yes
- No

**Will you want to build your mailing list and use it for advertising & newsletters?**

- Yes
- No

**Will you want printed materials (business cards, catalog, etc.) produced as well?**

**If someone were searching for your product/service, what types of search terms (single words or phrases) might they use?**

Please list all the possible search terms you can think of.


# Domain and Hosting

Do you already own a domain name(s)? (i.e. [www.1234.com](http://www.1234.com))

- Yes
- No

Do you have a hosting account already?

- Yes
- No

If yes, do you have the login/IP information?


If no, what name(s) would you like?


## Maintenance

Will there be sections that need regular updating?  Yes  No Which ones?

(Pages)


Would you like to be able to do most of the updating yourself?

- Yes
- No

If you're planning on writing a blog do you already have several things written?

- Yes
- No

Do you write on a regular basis?

- Yes
- No

Are there any features/pages that you don't need now but may want in the future?  Yes  No


**PAGE INFORMATION**

(Here is where you describe your business and services, etc...)

**HOME PAGE**

**ABOUT US PAGE**



**SERVICES PAGE**

**CONTACT US PAGE**

**OTHERS**

**If you have other Pages, please list the information below**





