

**Lorinda Web Design – Website Development Questionnaire**

www.LorindaWebDesign.com

508-361-6042 | 978-514-5118 | Lorinda@LorindaWebDesign.com

Your Name: \_\_\_\_\_

Your Company or Organization's Name: \_\_\_\_\_

Type of business or organization: \_\_\_\_\_

Your email address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Who else will be involved in this project? \_\_\_\_\_

What are you interested in?	<input type="checkbox"/> New website design <input type="checkbox"/> Redesign of an existing website
Do you have a domain name?	<input type="checkbox"/> Yes – it is: www._____ <input type="checkbox"/> No – I would like it to be: www._____ Alternate domain name (if 1 <sup>st</sup> choice is taken): www._____
Do you need web hosting?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unsure
Do you have a deadline?	<input type="checkbox"/> Yes – when? _____ <input type="checkbox"/> No
What type of computer do you have?	<input type="checkbox"/> PC <input type="checkbox"/> Macintosh
Which Internet browser do you prefer to use?	<input type="checkbox"/> Internet Explorer <input type="checkbox"/> Firefox <input type="checkbox"/> Netscape <input type="checkbox"/> Safari <input type="checkbox"/> Other: _____
What is your website budget?	<input type="checkbox"/> < \$500 <input type="checkbox"/> \$500-\$1000 <input type="checkbox"/> \$1000-\$3000 <input type="checkbox"/> \$3000 +
What is the purpose of your website? (check all that apply)	<input type="checkbox"/> Provide information about your company/organization <input type="checkbox"/> Enhance your business image <input type="checkbox"/> Promote services or products <input type="checkbox"/> Attract new customers <input type="checkbox"/> Provide free information <input type="checkbox"/> Encourage customers to call or visit <input type="checkbox"/> Provide product information & price lists <input type="checkbox"/> Other: _____
List 3 things you want visitors to take away from your website:	1. _____ 2. _____ 3. _____
Who is your target audience?	<input type="checkbox"/> New customers/clients <input type="checkbox"/> Current customers/clients <input type="checkbox"/> Business partners <input type="checkbox"/> Other: _____
What are your short-term goals for your website?	_____ _____ _____

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What are your long-term goals for your website?	_____
_____	_____
_____	_____
In addition to a "Home Page" what other pages will your website need?	<input type="checkbox"/> About Us <input type="checkbox"/> Frequently Asked Questions <input type="checkbox"/> Contact Us <input type="checkbox"/> Other: _____
	<input type="checkbox"/> Products or Services <input type="checkbox"/> Directions <input type="checkbox"/> Links <input type="checkbox"/> Other: _____
List 3 of your main competitors' websites:	1. _____ 2. _____ 3. _____
List 3 websites you like and tell us what you like about their appearance:	1. _____ _____ 2. _____ _____ 3. _____ _____
List 3 websites you DISLIKE and tell us what you do not like about their appearance:	1. _____ _____ 2. _____ _____ 3. _____ _____
What are your color preferences?	<input type="checkbox"/> Primary colors <input type="checkbox"/> Earth tones <input type="checkbox"/> Pastels <input type="checkbox"/> Bold – burgundy, hunter green, black, etc. <input type="checkbox"/> Other: _____
What colors/themes do you DISLIKE?	1. _____ 2. _____ 3. _____
Which type of font do you prefer for your text?  <i>(Internet browsers only recognize a limited # of font styles.)</i>	<input type="checkbox"/> Verdana – This is an example of Verdana. <input type="checkbox"/> Arial – This is an example of Arial. <input type="checkbox"/> Times New Roman – This is an example of Times New Roman. <input type="checkbox"/> <b>Georgia – This is an example of Georgia.</b> <input type="checkbox"/> Courier – This is an example of Courier.

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What special features do you want your website to have?	<input type="checkbox"/> Animation	<input type="checkbox"/> Audio
	<input type="checkbox"/> Video	<input type="checkbox"/> Interactive forms
	<input type="checkbox"/> PDF documents	<input type="checkbox"/> Other: _____
Do you have the following items available?	<input type="checkbox"/> Logo in .jpg, .gif, .psd, .png, .ai, or .indd format	
	<input type="checkbox"/> Written text in Microsoft Word format (.doc) or Rich text (.rft)	
	<input type="checkbox"/> Digital photos in .jpg or .psd format	
	<input type="checkbox"/> Graphics in .jpg, .gif, .psd, .png, .ai, or .indd format	
Approximate number of graphics/images you want to incorporate into your website?	_____	
How often will your website need to be updated or changed?	<input type="checkbox"/> Daily	<input type="checkbox"/> Weekly
	<input type="checkbox"/> Monthly	<input type="checkbox"/> Seasonally
	<input type="checkbox"/> Annually	<input type="checkbox"/> Never
Are you interested in learning how to maintain/update your website by yourself?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
List 10 key words to describe your website <i>(these are the words people will enter into a search engine to find your site):</i>	1. _____	6. _____
	2. _____	7. _____
	3. _____	8. _____
	4. _____	9. _____
	5. _____	10. _____
Please tell us anything else you would like us to know in order to create your website:	_____ _____ _____ _____ _____ _____	

Thank you for taking the time to tell us about your website needs.  
Please return completed form to:

Lorinda Web Design  
7 Sycamore Drive  
Leominster, MA 01453