**Website Questionnaire**

**Website Goals**

* Why do you want a website?
* What do you want to say on your website?
* What do you perceive is the value of having a website?

**Target Audience**

* Who is your target market?
* Is your business or website targeted at a specific geographic area? If so, what areas?
* What do you want your visitors to do once they get to your website?
* Should your visitors be able to purchase something directly from your website? How? ❑Check ❑Credit Card ❑PayPal
* Why should your visitors come back to your website?

**Competitors**

* Why should visitors visit your website rather than a competitors?
* Who are your competitors?
* What do your competitors do better than you?
* What do you do better than your competitors?

**Design and Usability Ideas**

* List up to 5 websites that you like and what you like about them.
* List up to 5 websites that you really dislike and what it is about them that you dislike.

**Content**

* What information do people always ask you for?
* Who will provide the content for the website?
* What information do you think people will visit your website for?

**Domain Name**

* Do you have a domain name?
* Do you need a domain name that represents your company name?
* Are their names people get confused with your company? Do you have those domains? (e.g., [www.SchoolBus.com](http://www.SchoolBus.com) is confused with the name of the company School Buses, Inc. so you should also buy SchoolBus.com and direct it to your site).

**Promotion**

* How will you promote the website?
* What do you know about social media?
* Do you want a Flash Site or a search engine friendly site? Do you know the difference?

**Desired Elements**

* Videos
* Downloads of items such as documents, presentations, pictures
* Today’s Date
* Random items rotating each day such as quotes, book titles, etc.
* Special temporary pages devoted to specials, conferences, events, etc.
  + Register for events
  + Pay for events
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Webinars
* Blogging
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