Web Design Questionnaire

To assist us in creating the website that you want, please take a moment to answer as many of the questions as possible. Your answers will provide us with a good understanding of how to approach the design of your website.

Company Details

Name of Company:

Tagline or Slogan:

What does your company do?

What makes your company unique?

List key features of your company.

Please select five adjectives to describe your company:

When thinking about your company, what images come to mind?

Target Audience

What kind of customer base/type are you targeting for this site?

What would you consider the age group of your target audience?

Website Design Details

Please list at least 3 URLs (web addresses) of high quality sites that you like the look of (these do not have to be sites who's business is similar to yours. It aids us in determining what your design style is.) Consider layout, colors, navigation, graphics, font/print. Feel free to point out specific details you like or don't like*. The more information provided here, the better.

*A Note for Webadilly Design Packages: *Even though your Webadilly design layout is predetermined, understanding your design style will still aid in the design of your Webadilly header.*

Web Site	Why we like it	What we would like to see for our own site

What colors or color schemes would you like? (i.e. "Use the colors in the logo", or "blue and gray")

Do you wish for your web site to reflect the look and feel of your marketing literature, or something completely different? If applicable, can you provide current (printed or on disk) promotional pieces (brochures, catalogs, etc.) that can be used to help guide the design of the website?

Do you have a logo, special font, and special graphics that will be used on the website? If so please provide font name, and when possible, all graphics in a raw format e.g. (. psd, .ai, .png, etc.)

If you need us to provide stock photography for your site, please state the types of pictures you would like us to use. (i.e. "smiling customers", "firemen fighting fires", "beautiful neighborhood")

What type of look are you trying to achieve? (e.g. high-tech, conservative, warm, flashy, etc.)

Please provide the addresses of competitors' sites, if possible:

Are there any other comments/specific ideas we should keep in mind while designing your project?

Home Page Details

Are you interested in having a slideshow component on your home page? If yes, what information or messages would be important to include in the slideshow?

Besides general home page content introducing your company, what messages or components should be included on the home page? (For example, "latest news items", "latest blog posts","feature graphic linking to facebook","Graphic for a special offer", an area to display special offers, etc.) This helps us know what is important for your company and make decisions about where to place things on the home page.

Website Hosting Details

Do you currently have hosting for your site?

If so, can you provide the name of the hosting company and the login information?

Do you already own the domain name (URL) for your site?

If not, what is the desired URL?

Website Structure

Please list the desired structure of your site in an outline form. The top level items will appear in the MAIN site navigation. For example:

1. Main
2. About Us
   a. Company History
   b. Partners
3. Products
4. Services
   a. Consulting
   b. Technical
5. Contact Us

Please list any additional pages for the site that might not fall into the above page hierarchy such as Sitemap, "Terms of Use", "Privacy Policy", etc. (note: Full Custom Design Packages include a complimentary Site Map)