



"Websites That Click"

# Net Essentials Inc.

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## WEB SITE PROJECT QUESTIONNAIRE

(The bolded fields are critical)

**Name** \_\_\_\_\_ **Title** \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_ City/State/Province \_\_\_\_\_

ZIP/Postal Code \_\_\_\_\_ **Phone number** \_\_\_\_\_ Fax \_\_\_\_\_

**E-mail address** \_\_\_\_\_ Country \_\_\_\_\_

**Present/Future URL (if any)** \_\_\_\_\_ How long in business? \_\_\_\_\_

Please disclose as much information as you can. The more details I have, the more accurate the proposal will be.

## CORE DEVELOPMENT

### Description of Project:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What are the top three reasons why you currently have or want to build a Web site?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Who is the target market that you would like to attract to your Web site and their demographics?

\_\_\_\_\_

What do you want people to do once they come to the site?

\_\_\_\_\_

**LOOK AND FEEL:** List example(s) of sites with a "look and feel" that you would like for your site.

(If possible) \_\_\_\_\_

**FEATURES:** Please list all the features/facilities that you would like the website to provide your visitors. To help us understand better, please direct us to a sample site containing the feature. (If possible)

\_\_\_\_\_  
\_\_\_\_\_

**SIZE-** How many pages do you need to get started? \_\_\_\_\_ Amount of future pages? \_\_\_\_\_

What do you think the page names will be? (The names can change later, this is just an estimate.)

1. Home	2.	3.	4.
5.	6.	7.	8.
9.	10.	11.	12.
13.	14.	15.	16. SITE MAP?

(For more page names, please list them at the end of the worksheets)

**TEXT:** Are you able to provide text content for your site electronically (email or disk)? \_\_\_\_\_

How much text do you envision having for the entire Website? \_\_\_\_\_

**GRAPHICS:** Do you have any graphics/logos/pictures that you would like us to use? Y /N

How can we receive the images? \_\_\_\_\_

**Do you have an existing logo?** \_\_\_\_\_ Should we design a new logo for you? \_\_\_\_\_

If existing, can you provide source files? \_\_\_\_\_

Do you want a separate, custom intro page designed for you? \_\_\_\_\_

**Would you want any special effects on any of the pages?** If yes, what? \_\_\_\_\_

Rotating images? \_\_\_\_\_ Audio? \_\_\_\_\_ Motion? \_\_\_\_\_ Banner ads? \_\_\_\_\_

**IMAGES:** How many images do you think you will have initially into the website? \_\_\_\_\_ Future? \_\_\_\_\_

Do you need a photo gallery? Y /N If yes, how many galleries? \_\_\_\_\_ How many images? \_\_\_\_\_

How do you want the galleries to function? \_\_\_\_\_

**Do you have time sensitive information on the website that would need to be changed frequently?** \_\_\_\_\_

If yes, would you like a hidden administrative page to allow for you to update the site automatically? \_\_\_\_\_

If yes, for certain pages, or the entire site? \_\_\_\_\_

## E-COMMERCE

**Do you need a professional shopping cart?** \_\_\_\_\_ **How many total products would you be selling?** \_\_\_\_\_

**Initially** \_\_\_\_\_ **Future** \_\_\_\_\_

**Would you be taking the product pictures?** \_\_\_\_\_ **Can you provide them by CD or email?** \_\_\_\_\_

**How would you provide the detailed product information for the shopping cart?** \_\_\_\_\_

Do you have an existing merchant account? \_\_\_\_\_ Do you use PayPal? \_\_\_\_\_ Other? \_\_\_\_\_

Will you be dealing in just US currency, or Canadian also? \_\_\_\_\_

## MARKETING

How do you intend on promoting your Website? \_\_\_\_\_

Examples: Print ads? \_\_\_\_\_ Radio? \_\_\_\_\_ TV? \_\_\_\_\_ Internet Search Engines? \_\_\_\_\_ Link Exchange? \_\_\_\_\_ Word of Mouth \_\_\_\_\_

Community Portals? (Example: www.albany.com, Saratoga.com LakeGeorge.com etc.) \_\_\_\_\_

What is your *promotional marketing* budget? \_\_\_\_\_

**Would you like to discuss search engine promotion to increase it's visibility on the Internet when people search for your particular product or services?** \_\_\_\_\_

(There are no guarantees as to placement or results for any search engine)

MISCELLANEOUS

Please indicate your entire budget for this project. \_\_\_\_\_

What method of payment will you use? Check\_\_\_\_ Credit Card \_\_\_\_\_

By what date would you like to launch your site? \_\_\_\_\_

If you have previously had a website, please indicate the features that pleased you or displeased you.

\_\_\_\_\_

Will Net Essentials Inc. be maintaining the website? \_\_\_\_\_

If yes, how much editing do you envision per month? \_\_\_\_\_

Do you have an existing hosting account where the web site will physically reside? \_\_\_\_\_

Do you want the website to auto adjust to the width of the screen? \_\_\_\_\_

If the website project is a larger one, would you want to do it in stages? (Phase I, II, III etc.) \_\_\_\_\_

Phase I: \_\_\_\_\_

Phase II: \_\_\_\_\_

Phase III: \_\_\_\_\_

How did you find Net Essentials Inc.? \_\_\_\_\_

Would you allow us to place a link on your website in small print on the bottom of website pages that says "Web design by Net Essentials Inc."? \_\_\_\_\_

ADDITIONAL COMMENTS:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Check the options you are interested in.

<b>LOAD PAGE</b>	<b>SEARCH ENGINE SUBMISSION / Pay Per</b>
<b>DATABASE SETUP / CONFIGURED</b>	<b>Click (PPC)</b>
<b>E-COMMERCE</b>	<b>VISITOR POLL</b>
<b>SELF ADMINISTRATION</b>	<b>SITE STATISTICS</b>
<b>SPECIAL EFFECTS</b>	<b>ELECTRONIC NEWSLETTERS</b>
<b>LOGO DESIGN</b>	<b>BLOG</b>
<b>HOSTING</b>	<b>PHOTO GALLERY</b>

## WEB SITE OPTIONS

**LOAD PAGE-** A custom load page will give the “WOW” factor to anyone visiting your site. Think of it as a great cover to a book.

**DATABASE SETUP / CONFIGURED-** Manage content like products, pricing, emails that are submitted to use for mass mailings, or e-newsletters etc..

**E-COMMERCE** – Professional shopping cart to sell products from your web site.

**SELF ADMINISTRATION-** Be able to manage the content of your own web site quickly and easily

**SPECIAL EFFECTS-** Put motion and / or sound into your web site that will give it a more enjoyable experience for visitors

**LOGO DESIGN-** Have a logo designed and have it match your web site

**HOSTING-** The web site has to reside on a hosting server somewhere, Net Essentials Inc. can discuss these options and guide you to the best solution for you.

**SEARCH ENGINE SUBMISSION / Pay Per Click (PPC)-** Be more visible to the world when people are searching for the types of products or services you provide

**VISITOR POLL-** Know the pulse of the people visiting your web site and track their results

**SITE STATISTICS–** Know all the details about who is visiting your site, from where, when and why

**ELECTRONIC NEWSLETTERS-** A feature that allows you to collect email addresses from those who submit it through your web site, so they can get occasional e-newsletters from you. You will be able to add/delete/edit email addresses that are stored in a database and send a newsletter to everyone with just a couple of clicks. Very easy.

**BLOG (Web Log)-** enables users to set up and maintain multiple Web logs or online journals

**PHOTO GALLERY-** Application that allows someone to upload pictures to specific photo galleries that they can upload/edit/delete, create captions, have small image that enlarges when clicked on