



Website Questionnaire

Business Name:

Business Address:

Phone:

Fax:

Email:

Contact Name:

Telephone:

Fax:

Contact Email:

Present URL:

Domain Names owned by business:

Present web host:

Server type: Unix NT Other

Below are some questions to consider when creating & developing your website. Feel free to send it back to us for a free assessment and consultation.

1. Describe your company and the industry you are involved in. How does your company differ from others in the industry? What are your major concerns in your business & the industry?
2. What is the mission or purpose of the organization? Consider a mission statement if you have one, as well as any additional information to assist you in understanding your business purpose.
3. Who are your main competitors? Do they have websites? What do you like and dislike about their sites? What do their sites have that you do or don't want on yours?
4. What are the short-term goals of the site? What are your main reasons for building a site? What do you see as the goals for the next year?
5. What are the site's long-term goals? What are your future needs on the site 1-5 years from now?
6. How will you measure this websites success?

AIM Website Questionnaire

8. What is your website budget? Please list both the financial limits and the time-commitment limits from your business towards this project.

7. Will your website require maintenance to refresh content or collect and send out any collateral materials to your visitors?

9. What is your budget for maintaining your website? Please list a budget for domain name registration (annual), web hosting (monthly), and updating.

10. What information do you want to be sure to include on your website?

11. Do you have any specific graphics you wish to be included on your site? Consider which of these graphics you will supply & which will need to be created for the site.

12. Why will people come to your site? What tasks will they want to perform on your site? Do you have a clear "Call to Action?"

13. Who are the intended audiences? Who do you plan on using or seeing your site?

14. What goals do you have for each of your intended audiences? What are the most important functions you wish to provide for each type of user?

15. What kinds of customers do you cater to? Please describe each type of customer.

16. What services can you not provide now that your website can assist you with?

AIM Website Questionnaire

17. Where will your website content come from? Who will be providing the basic text? What print materials do you presently have?
18. How often do you see your site needing updating? How do you plan to accomplish this? Who will update for you?
20. Please rank the following in order of importance to you from 1 to 10:
- | | |
|--|---|
| <input type="checkbox"/> Building a core base of repeat visitors | <input type="checkbox"/> Finding new customers |
| <input type="checkbox"/> Time to market | <input type="checkbox"/> Providing info for present customers |
| <input type="checkbox"/> Staying within budget | <input type="checkbox"/> Ease of use |
| <input type="checkbox"/> Ease of maintenance | <input type="checkbox"/> Projecting a quality image |
| <input type="checkbox"/> Surpassing competitor websites | <input type="checkbox"/> Reinforcing marketing strategy |

Now that you have completed your questionnaire, feel free to send it to us for an assessment and consultation.

AIM Group
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