



Web Site Development / Marketing Guide

So you want to build or redesign a web site..? The key factors in any web site development processes are the establishment of criteria and the expectations of what you want from your web site (re)design. This is to ensure that the scope of work is fully realized and communicated thereby avoiding "feature creep" and to help ascertain an estimated development time and cost. This Web Site Development Guide questionnaire is designed to help you think about and prepare to do just that..!

Please be as thorough as possible when completing this questionnaire but skip any parts that may not apply to your specific web site (re)design needs.

I. Who is your Organization's Target Market..?

1) Who are you trying to reach..? (check all that apply)

A) Specific Age:

Infants / Toddlers (parents of)

Young Adults (under 30)

Children (under 13)

Adults

Teens (under 18)

Seniors (over 60)

College

Age not a Factor

B) Specific Gender:

Male or Female

Male only

Female only

C) Specific Income Level:

Low (under \$36K)

High (over \$100K)

Middle (under \$100K)

Income Level not a Factor

D) Household Demographics:

SINK (Single Income No Kids)

Families w/ children under 18 at home

DINK (Dual Income No Kids)

Married w/o children at home / empty nest

E) Other Demographic:

Specialized Market(s) – Specify: _____

The world is my oyster (my product / service appeals to or is needed by all)

2) What is their Level of Education..? (check all that apply)

No High School Diploma

College Undergrad Degree

High School Diploma

College Graduate Degree

No / Some College, No Degree

Education Level not a Factor

3) How Internet Savvy is your Target Market..? (check all that apply)

Newbie (less than a year experience)

Advanced (over 5 years experience)

Intermediate (a few years experience)

Internet Savvy not a Factor

4) How aware is your Target Market of your product(s) or service(s)..? (percentage)

% No Awareness (who are you..?)

% Some Awareness (past customer but not aware of newer products or services)

% Broad Awareness (current customer purchasing newest products or services)



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I. Who is your Organization's Target Market..? (continued)

5) What are some of your Target Market's "Hot Buttons" regarding your product(s) or service(s)..?

HB: _____

HB: _____

HB: _____

HB: _____

HB: _____

6) What do you expect your Target Market to learn from, or be able to do, when visiting your web site..? (check all that apply)

_____ Information about your product(s) or service(s)..?

_____ How your product(s) or/ service(s) differ from your competitors..?

_____ Information about your organization / business..? (mission statement, philosophy, goals, publicly held, et.al.)

_____ Capability to purchase product(s) or service(s) online..? (accept credit cards, paypal, et.al.)

_____ Contact information..? (location(s), telephone / fax number(s), email, contact person, et.al.)

_____ Something else..? Explain:

7) What do you want the Target Market to think about your product(s) or service(s) after they have been exposed to the web site..? (open ended question)

8) What is(are) your the product(s) or service(s)..? (open ended question)

9) What is the competitive environment for your product(s) or service(s)..? (open ended question)

10) How does the product(s) or service(s) measure up to or beat the competition..? (open ended question)

11) Please describe key characteristics or other important factors of your product(s) or service(s):



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II. What are the Purposes / Goals / Objectives of your Organization..?

1) What are you trying to accomplish with this web site (re)design..? (check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Position your Company | <input type="checkbox"/> (Re)introduce a Product or Service |
| <input type="checkbox"/> Generate Leads | <input type="checkbox"/> Online Sales of Product or Service |
| <input type="checkbox"/> Create Market Awareness | <input type="checkbox"/> Boost a Special Sale Effort |
| <input type="checkbox"/> Something Else..? Explain: | |

2) What is your organization's primary purpose..? (check the one that applies)

- | | |
|---|--|
| <input type="checkbox"/> For profit business | <input type="checkbox"/> Educational institution |
| <input type="checkbox"/> Non-profit venture | <input type="checkbox"/> Government agency |
| <input type="checkbox"/> Something Else..? Explain: | |

3) How will this web site (re)design help your organization fulfill its primary goal and supporting goals..? (check all that apply)

- Increase Sales by X% (via ecommerce or driving traffic to retail locations)
- Disseminate Information (brochureware, eBooks, white papers, press release, newsletters)
- Employee Internet Management [EIM] (monitored / controlled access to the Internet, email)
- More Effective / Efficient Customer Relationship Management (self-service faq)
- Establish Brand Identity (dig that logo, rousing slogan, snappy jingle, video promotions)
- Collect Demographic Information (develop a customer database)
- Some other way(s)..? Explain:

4) What are the primary concerns in planning / redesigning your web site..? (check all that apply)

- Visual Impact (the balance of Graphics and Text content, Flash vs. HTML)
- Technology Requirements (database, ecommerce, blog, chat / IM, Self-Service FAQ)
- Cost of Development (Budget Constraints)
- Timeliness of Development (Launch Date Deadline)
- Cost of Ongoing Maintenance / Updates (In-house vs. Outsourced)
- Timeliness of Maintenance / Updates (Alive-In-Time Factor)
- Something else..? Explain:

5) What is the "Alive-In-Time" Factor for the content of this web site..? (percentage)

- % Dormant (static content that never or rarely changes, i.e., contact information, copyright information)
- % Annually to Quarterly (content updated infrequently, i.e., reports, white papers, press releases, et.al.)
- % Monthly (content updated semi-regularly, i.e., schedules, reports, press releases, et.al.)
- % Weekly (content updated regularly, i.e., schedules, reports, white papers, press release, et.al.)
- % Daily to Hourly (dynamic content updated regularly, i.e., blogs, reports, press releases, twitter, RSS, et.al.)
- % Instantly (dynamic content updated as events happen, i.e., sports scores, stock ticker, webinars, twitter, et.al.)



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III. Current Marketing Approaches and Strategy

1) What Marketing Approaches is your Organization Currently using..? (percentage)

Traditional / Main Stream Media: _____% of all Marketing

_____ % Television (Network, Cable)

_____ % Newspapers (National, Local)

_____ % Radio (National, Local)

_____ % Magazine (National, Local)

_____ % Other:

Guerrilla Marketing: _____% of all Marketing

_____ % Promotional Products

_____ % Seminars

_____ % Trade Shows

_____ % Direct Mail Campaigns

_____ % Other:

Internet Marketing: _____% of all Marketing

_____ % Search Engine Submissions (SEO work, Pay-Per-Click Campaigns)

_____ % Social Networking Sites (Facebook, MySpace, LinkedIn, Meetup, et.al.)

_____ % Micro-Blogging, RSS, Instant Updates (Twitter, Flickr, et.al.)

_____ % Opt-in Emails (Newsletters, Sales, Events, et.al.)

_____ % Other:

2) How effective have your current marketing approaches been driving traffic to your web site..?

(percentage)

_____ % Highly Effective (would not change anything)

_____ % Effective (some minor ongoing testing)

_____ % Moderately Effective (some things work, others don't, ongoing testing)

_____ % Ineffective (none or nominal results)

3) How does your organization measure its outcome progress in reaching its goals..? (check all that apply)

_____ Sales Volume / Donations Volume

_____ Customers Helped / People Serviced

_____ Membership Count / Head Count / Traffic Count

_____ Market Penetration

_____ Employee Effectiveness / Efficiency

_____ Media / Public Relations Penetration

_____ Some Other Way(s)..? Explain:

4) What marketing approaches have been most effective..?

5) What marketing approaches have been NOT been effective..?

6) Who is responsible for the marketing and promotion of your web site..? (percentage)

_____ % Inside Sales Force

_____ % Ad Agency

_____ % Outside Sales Force

_____ % Marketing Consultant

_____ % Other:



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III. Current Marketing Approaches and Strategy (continued)

7) **Have you set aside a budget for search engine and other online advertising venues..?**

If yes, what is your monthly budget..?

8) **Are there any restrictions on advertising for your organization..?**

If yes, what are those restrictions..?

IV. Visual Image

1) **What web site look / feel do you think will best convey that of your organization..?** (check all that apply)

Professional / Business / Corporate..?

Mostly Photographic / Graphically Oriented..?

Personal / Family / Humorous / Cheerful..?

Rich-Media, Flash, Video, Multimedia..?

You have something else in mind..? Explain:

2) **Which do you prefer for your web site design..?**

Utilize and support your organization's current marketing approach (printed materials)

Develop a new look and feel marketing approach

3) **Do you want Flash integrated with your web site design..?** – if Yes,

As a welcome page introduction..?

Various embedded elements throughout the web site..?

A complete Flash web site to mirror your HTML web site..?

4) **Do you want Video integrated with your web site design..?** – if Yes,

As a welcome page introduction..?

Various embedded elements throughout the web site..?

Stand alone Video web page(s)..?

5) **List any web sites whose look and feel would also work for your organization..?**

What are their domain names..? What do you like about them..?

a)

b)

c)

d)

e)

6) **Are there any other web sites that complement your organization and should be linked to or from your web site?** What are their domain names..? What do you like about them..?

a)

b)

c)

d)

e)



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V. What are the Web Site Sections needed by your Organization..?

1) What top level and secondary sections do you foresee on your web site..? (buttons / links to be created)

- Welcome / Home Page (the first page that will be seen when your domain name is searched on)
- Contact Information (address, phone, fax, email, contact form, contact person)
- About Us (history or other information on your organization)
- Product(s) / Service(s) Provided (where the rubber meets the road)
- Mission Statement (organization's vision and goals)
- Clients / Customers (who have you done what for)
- Personnel (executives, upper management, department heads, et.al.)
- Jobs (a listing of available job openings, if any)
- Help / Self Serve (FAQ, Knowledge Database)
- Site Map (text links to all the web page within your web site)
- Other:
- Other:

2) What about "floater" web pages..? (linked to from within a web page / may not have top or secondary level links)

- Privacy Policy
- White Papers / Editorials
- Legal Notices
- Tips / Hints
- Landing Pages (used with email and pay-per-click marketing campaigns)
- Other:

3) What interactive elements would you like to see..?

- Contact Form
- Registration Form
- Appointment Request Form
- Newsletter Subscription (double opt-in)
- Online Chat (requires someone to be is available to response in a timely manner)
- Self-Service FAQs (Knowledge Database like RightNow Technologies)

4) If any of the departments listed below have any input or interactions with one of more sections of your organization's web site, describe their primary functions and needs related to their interaction:

- a. Human resources:
- b. Administration:
- c. Management / Executives:
- d. Business Development / Sales:
- e. Marketing / Public Relations:
- f. Customer Service:
- g. Shipping / Receiving:
- h. Other:

5) Who will responsible for keeping web site sections or web pages to be updated..? (Alive-In-Time Factor)

- a) Primary Contact:
- b) Secondary Contact:
- c) Other Contact:
- d) Other Contact:
- e) Who will be responsible for or supervising these updates or maintenance..?
- f) Will updates require fully documented templates / graphics for development of new pages within the site..?



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VI. Competition Analysis

1) List up to 4 of your Organization's Main Competitors and their Web Site URLs: (highest to lowest)

- 1:
- 2:
- 3:
- 4:

2) What do you feel are the strengths and weaknesses of your competition's web sites..?

- 1:
- 2:
- 3:
- 4:

VII. Development Timeline / Budget Requirements

1) Is there a specific deadline / launch to meet for this web site project..?

Give month / year or exact date if necessary:

Reason for deadline..?

____ Anniversary:

____ Product Announcement:

____ Holiday:

____ Special Event:

____ Something Else:

2) Will this web site development be done in one or multiple development phases..?

____ One

____ Multiple: How many..? _____

3) What is your "not-to-exceed" budget for your web site development project..?

a) How much for the initial development..?

b) How much for the on-going updates / maintenance..?

VIII. Organization / Company Contact Information

Organization / Company Name: _____

Main Contact Person: _____

Main Contact Phone Number: _____

Secondary Phone Number: _____

Email Address: _____

Mailing Address: _____

City / State / Zip: _____

Organization / Company URL: _____