

Here are some questions and a checklist to help expedite the design of your website.

WEBSITE QUESTIONNAIRE and CHECKLIST

Your company name: _____
Contact name: _____
Phone: _____
Email: _____
Address: _____

What is your activity/business/company and what role do you envision your website to be? For example, to sell goods online, to disseminate information, to answer questions, to display work like an online catalog, to promote a cause etc...

What would you like your domain name to be? _____

If someone searches in google for the content that your website is going to have, what sorts of search terms would they use?

Please list several of your competitors' websites:

Please list several websites that you like, and what you like about them.

Please list several websites that you don't like, and what you don't like about them.

Do you already have a logo, letterhead, flyers, catalogs, or a business card? If you do it is a good idea to continue the visual "branding" of your company and keep the website similar graphically to the materials that you have already developed. Please gather any of these that you may have.

Think about how you would like to organize your website. If there is going to be navigation to different pages, what do you envision that navigation to be?

po box 1314
11 martha's park rd.
oak bluffs, ma 02557
hgoff@goffgrafix.com

it's about form and function

When you look at different websites online. What kind of navigation do you prefer?
Please list an example.

Please check the options below that apply.

- You would like to be able to update your website yourself.
- You would like people to be able to listen to music samples on your site.
- You would like animation on your site, either as an intro or as a special portion.
- You want a questionnaire on your site.
- Other. Please specify _____

Please circle all the words that describe how you envision a website to be that would best reflect your activity/business/company:

Sophisticated	Folksy	Colorful	Simple	Dignified	Playful	Geometric
Organic	Pastels	Bold Colors	Restful	Mysterious	Modern	
Classical	Historical	Hip	Funky	Groovy	Retro	Arts & Crafts
Metallic	Natural	City	Country	Happy	Neutral	
Corporate	Family	Patterns	Collage	Soft	Hard	Shy
Forceful	Aggressive	Rhythmic	Nurturing	Light	Dark	

Thank you very much for participating in this questionnaire. Answering these questions is the first step in creating the website of your dreams! You can fax this form to 508.696.8849, or mail it to goffgrafix, po box 1314, oak bluffs, ma. 02557