



Web Site Creation Query

Use this form to help you compile a review of information you need to design an effective, comprehensive, and user-friendly company Web site.



This section for The Corner Print Shop staff only.

Date prepared: _____

Web site project name: _____

Contact Info.:

Name: _____ Email: _____

Phone: _____ Alt. Phone: _____

Prepared by: _____

Type of Web site: Informational E-commerce Both Author
(contact us for different form)

Desired Web site Domain Name: _____

Already Registered Domain Name: _____

Existing Host: _____

General description and specifications for the Web site:

DEVELOPMENT INFORMATION

A. **Objectives:** What are you trying to achieve by building this Web site? What do you want your audience to do when they visit your site?

B. **Target audience:** Who is your target audience for this site? Will you have International traffic?

C. **Current target audience perceptions:** How does the target audience perceive your company, your products, and your current Web site (if there is one)?

D. **Net impression:** What is the most important impression that you want your Web site to make on your target audience? What are your portability needs (ie., portable device viewing)?

E. **Key copy points:** What do you need to tell your audience?

F. **Proof points:** What testimonials of trust or proof will you utilize for your audience?

G. **Tone:** In what manner should you speak to your target audience? Evaluate whether you should use technical language, marketing hype, standard, straightforward; or a combination of tones.

H. **Information Nuggets:** What information categories do you need to provide to meet your objectives? How do you want to organize your information into these categories?

I. **Navigation:** How do customers want to navigate within your Web site? What search and browse mechanisms should you offer?

J. **Site map:** What are the interrelationships among the pieces of information that you provide on your Web site?

K. **Additional functionality:** What features do you want to provide on the site to make it easy for your customers to do business with you (ie., shopping cart and payment options)?

L. **Keywords and meta tags:** What keywords will customers likely use to find your Web site?

M. **Search engines:** Which search engines do you want to register your Web site with? What level of registration do you want?

N. **Other marketing mechanisms for driving traffic:** What other techniques do you want to use for generating business on your Web site?

O. **Contact information:** What contact information and mechanisms for contacting you do you want to provide on your Web site (ie., contact submission form only, contact listing)?

P. **Competitive assessment:** What are the pros and cons of your competitors' Web sites?

WEB SITE PROJECT EXECUTION

Q. Resource requirements: Please answer the following and list any other resource needs

	Yes	No	Comments
Do you have Adobe Acrobat Reader or Professional Version?			
Do you have technical staff for site management?			
Do you need site management training in the absence of technical staff?			

R. Timeline: Please provide projected web site completion needs

S. Other information or comments: Please include any pertinent information to help us provide you with a comprehensive quote and feedback.

Submitted By:

Signature (online submission: please initial)

Printed Name

Date