



**New Website Design Questionnaire**

A 2007 survey, by the *Office of National Statistics*, found that 61% of UK households now have a computer with Internet access – an increase of 7% on the previous year. This statistic demonstrates how the Internet has become an important factor in daily life and businesses not currently represented on the Internet, or represented in an unprofessional manner, could be adversely effected.

We have the expertise and experience to create and host your website - probably for less expense than you might think. This questionnaire will guide you through the critical questions of designing a website and will allow us to quote for the website you want and need, rather than charging you for a website that is not relevant to you.

As you answer the below questions please bear in mind some relevant points about website design.

- The website is **not** aimed at you, it's aimed at the visitors.
- Ask yourself: why would people want to visit your website?
- Imagine yourself as a potential visitor and decide what you would want to see and learn from the website.
- A website is not set-in-stone. It can be changed without requiring a whole rewrite.

---

**1. Your contact information.**

Your Name:	<input type="text"/>
Your Position:	<input type="text"/>
Company Name:	<input type="text"/>
Company Address	<input type="text"/>
	<input type="text"/>
Post Code:	<input type="text"/>
Tel No:	<input type="text"/>
Fax No:	<input type="text"/>
Email Address:	<input type="text"/>

**2. Do you already have a website that you would like replaced?**

- Yes
- No – Please go to question 3

**2a. What is the URL (website address) of your current website?**

WWW.

**2b. Do you have the original artwork (logos, photos, etc..) for this website and do you hold the copyright to use these?**

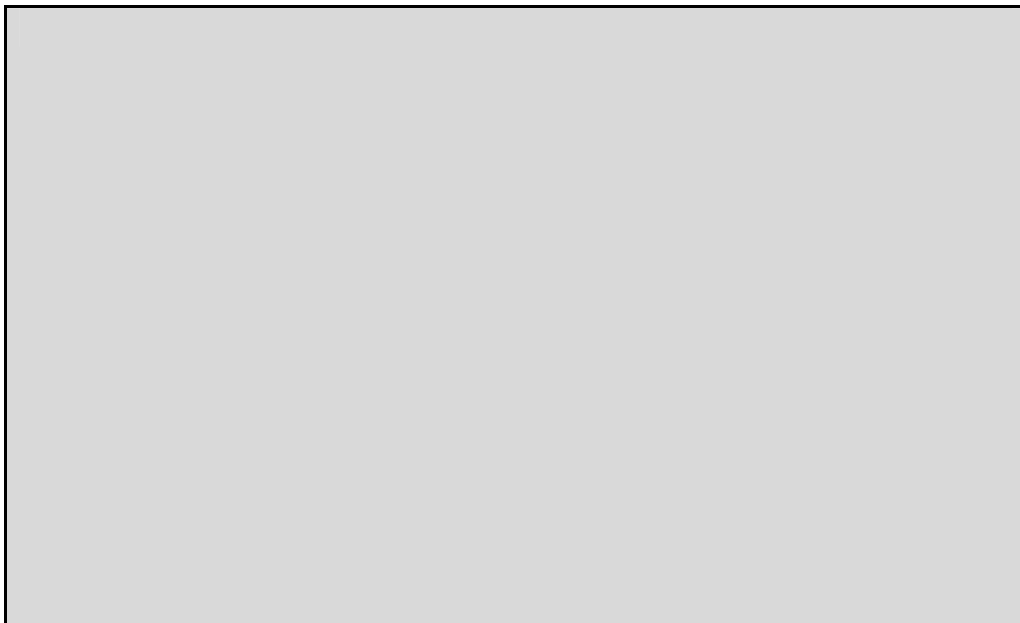
- Yes – please email copies of the artwork to us.
- No

**3. Please describe what you would like on your 'Home' page?**

Your website's 'Home' page is the first page of your site. Many website designers make the mistake of trying to fit too much information onto this page. This approach can make the website look confusing and may slow the download time, both of which will deter visitors. Your 'Home' page should be clear and quick.

If you only require a single page website then the 'Home' page will be that single page and you should include everything you want to tell the visitor.

If you want a multiple page website, then the 'Home' page should contain whatever you want the visitor to see first, perhaps some recent information about your company or some contracts you have won.



### 3. Would you like an 'About Us' page?

Most multiple page website contain an 'About Us' or 'History' page. This page provides some information about the roots of the company and the products/services it specialises in.

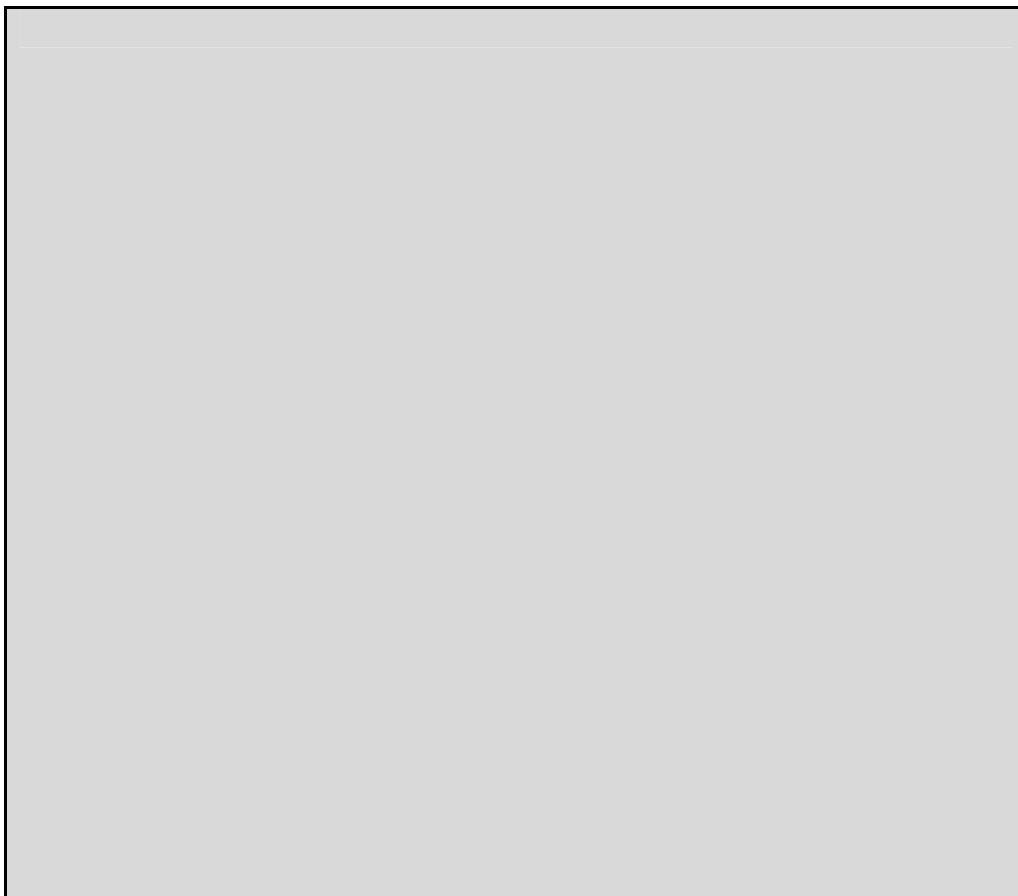
- Yes  
 No – Please go to question 4

#### 3a. 'About Us' information.

Nobody knows your company as well as you do so, unfortunately, this is an area we can not write without your full input. Please provide some interesting information (**including dates** where applicable) to display on the 'About Us' page.

Consider topics such as:

- The company's formation.
- Is it a family business? History: parents, grandparents, etc...
- Expansion periods.
- Major contracts won.



#### 4. Would you like a 'Contact Us' page?

Most multiple page websites contain a 'Contact Us' page. This will allow the visitor to contact you directly.

- Yes
- No – Please go to question 5

#### 4a. 'Contact Us' page information.

Company Name:	
Company Address	
Post Code:	
Tel No:	
Fax No:	
Email Address:	
Other Information	

**5. Would you like a 'Our Technology' page?**

Some companies like to detail what technology they use, such as computer systems, paint scales and booths, manufacturing, etc...

- Yes
- No – Please go to question 6

**5a. 'Our Technology' information.**

Please provide a list of all of the technology you use and would like to detail on the 'Our Technology' page.

## 6. Would you like a 'Products/Services' page?

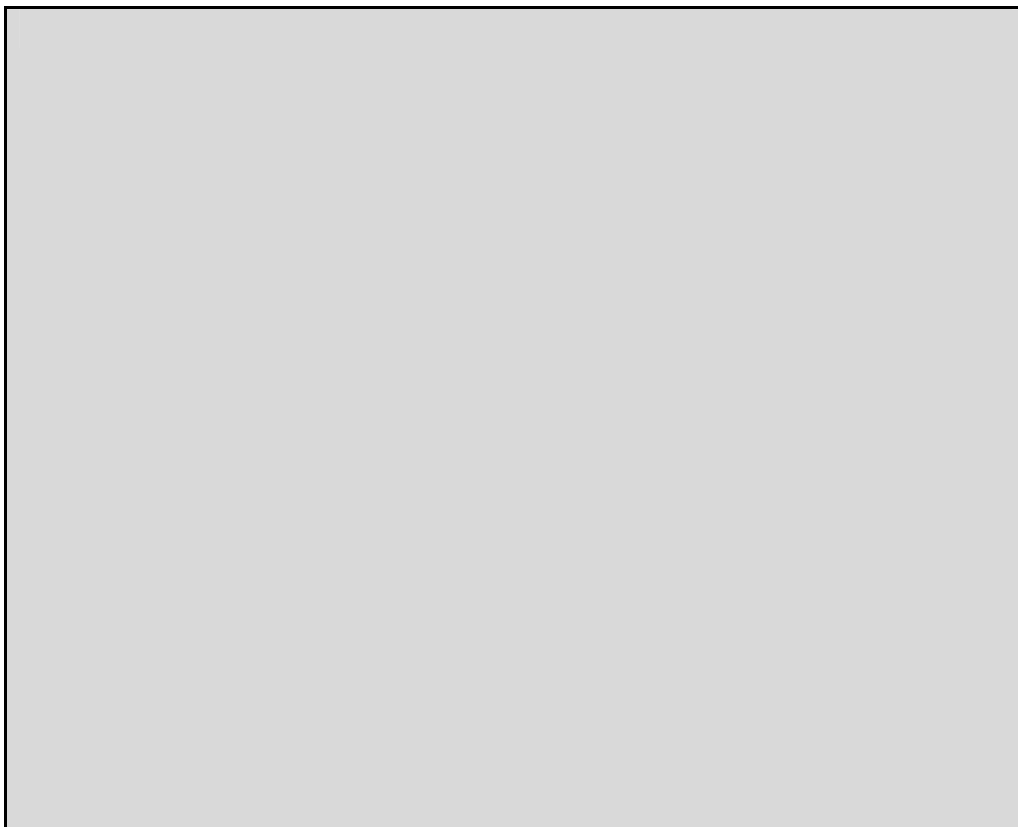
Most multiple page website contain a 'Products' and/or 'Services' page. This page provides some information about your company's products/services and may include prices.

- Yes  
 No – Please go to question 7

### 6a. 'Products/Services' information.

Please provide a list of all of your products and services, including: products/service name; description; benefit to potential customers, etc...

Also, if you would like to show prices, please tell us about these, clearly indicating the currency and inclusion/exclusion of relevant taxes.



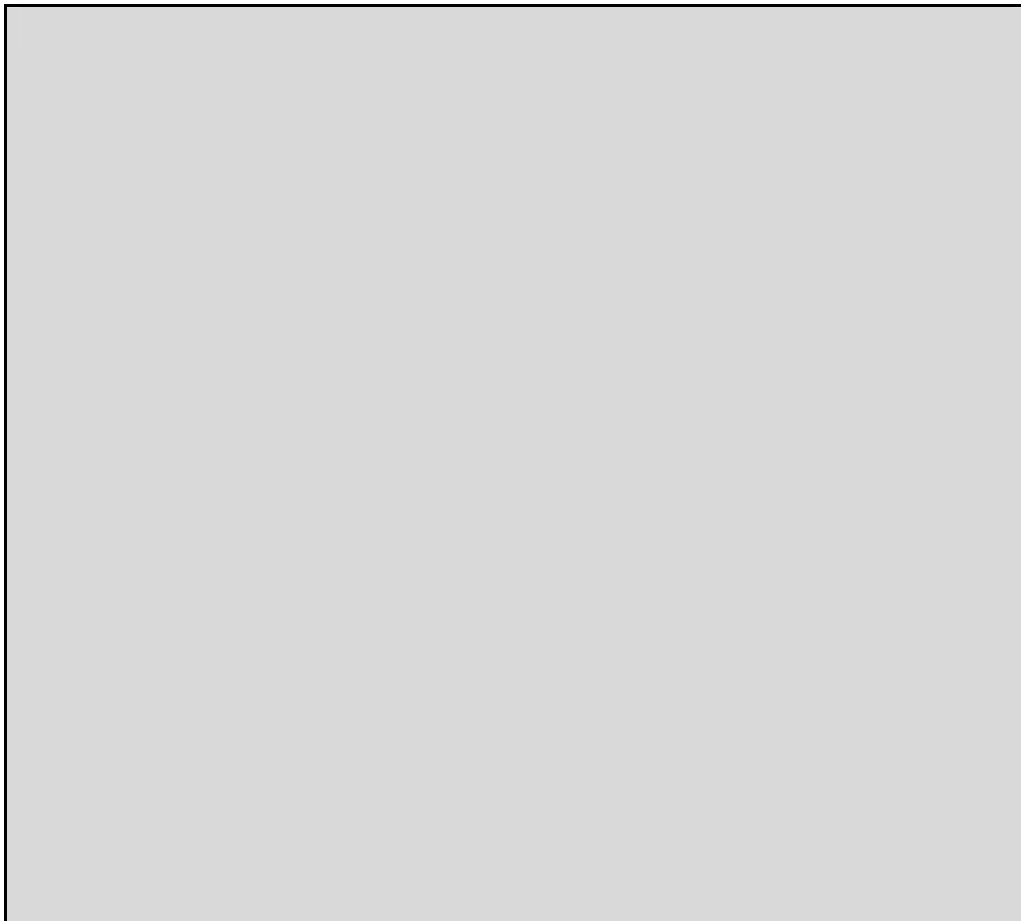
## 7. Would you like a 'Testimonials' page?

A 'Testimonials' page should include quotes from your existing/past customers that tell the visitor how good your products/services are. If you do not have any testimonials most existing/past customers are happy to provide a short quote if asked.

- Yes  
 No – Please go to question 8

### 7a. 'Testimonials' information.

Please provide a list of all of your testimonials, making it clear which of your products/services each testimonial relates to and the person and company who made the statement.



## 8. Would you like a 'FAQs' page?

A 'FAQs' (Frequently Asked Questions) page is a popular reason for people visiting websites.

Many past/new customers will have the same questions about your company, for example: *"how long is your guarantee?"*, *"what are your delivery costs and timeframes?"* or *"do you supply a courtesy car?"* etc...

The FAQs page is an opportunity to answer those questions in a clear and precise manner.

- Yes  
 No – Please go to question 8

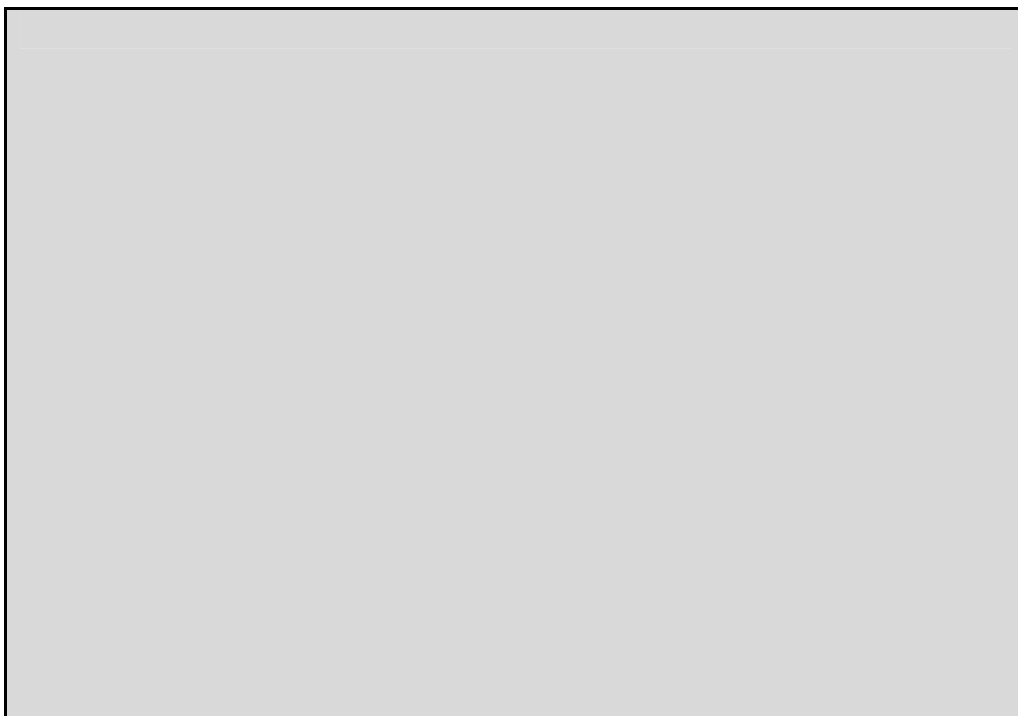
### 8a. 'FAQs' information.

Please provide a list of all of your FAQs you would like included. Try to think of questions you have been asked previously about your products/services/company and the answers you gave.



## 10. Other pages.

Please provide a list of other website pages you require. Include an explanation of what the page(s) will incorporate.



Thanks for completing our website design questionnaire. Please fax or email this document to us and we will contact you shortly with a no obligation quote for producing your new website.