

## CLIENT FACT FIND

*The following is a list of questions designed to define the overall goals of your site, including specific questions regarding content, look, feel and function. Please answer the questions in a brief and clear manner. Feel free to add any additional notes or comments at the end of the questionnaire.*

### **MESSAGE/AUDIENCE**

1. What is the primary message you wish to convey to your audience with your site?
2. Who is your target audience?
3. How does your company differentiate itself from its competitors?
4. Why would customers choose you over your competitors?

### **PERCEPTION**

1. Use 3 Adjectives to describe how your site should be perceived (examples: conservative, friendly casual, professional, etc.)
2. List the URL's (Web addresses) you like. Why do you like these sites?

3. List the URL's of your competitors. Say what you like or dislike about these sites.

## **ACTION**

1. Do you think you need a static site (updatable once or twice per year) or a dynamic site (one you yourself can update immediately e.g. to put new stock where selling online). This decision has cost implications.
2. What action do you want from visitors on your first page? (eg. go to shop, go to contact page).
3. What do you want your visitors to do before they leave your site?
4. What elements/images do you want on every page of your site?

## **DESIGN**

1. Do you have a company colour scheme e.g. letterhead or business card? (if yes please supply)
2. Do you have the images you need for your site?( If yes please supply)

## **CONTENT**

1. Do you know how many pages and what each is called for your site?(e.g. About us, Contact)
2. Who will be responsible for content on the site?
3. Do you have the content typed and an idea of layout for your web site?

## **MARKETING/UPDATING**

1. Do you know how you want to market your website online?(e.g. Google, Yell etc)
2. What methods of distributing the web address of the site exist?(e.g. business stationary)

3. Do you intend to keep the site updated? If so how often?

4. If you have a news page who will update it? (Zammer Web Design or you, the client)

## **ADMIN**

1. What is the target launch date?

2. Do you have a domain name in mind?

3. What is the amount you've allocated for the website? We need to know this because of cost implications mentioned under ACTION question 1.