

## WEBSITE PLANNING QUESTIONNAIRE



### General Questions:

Question:	Answer:	Comments:
<p>What is the main purpose of the website?</p> <p>e.g. marketing tool to showcase products/services, online shop to sell products, etc.</p>		<p>If you need help with this questionnaire, please call Nicola Kane on 04 237 0810 or 021 261 4915.</p>
<p>Who is the intended audience? e.g. existing customers or new customers (or equal mix of both)?</p>		
<p>Do you have a domain name selected or one in mind? e.g. <a href="http://www.love2web.co.nz">www.love2web.co.nz</a></p> <p>If you have a domain, please advise the company you have registered this with.</p>		<p>Domain registration for \$20.95 including GST per year with our preferred supplier. This is very competitive pricing (half what many others charge).</p> <p>If you have not yet registered a domain, please <b>talk to us first before you do!</b></p>
<p>Do you already have a web host company in mind for the site?</p> <p>If you have hosting arranged, please advise the company you have arranged this with.</p>		<p>All sites need to be hosted – this is where your website will live in cyberspace.</p> <p>We recommend a very affordable \$5/month plan for static sites or \$10.95/month for Joomla sites using our preferred supplier Flexihost.</p>
<p>Is there a site you have seen (e.g. one of your competitors) that you like or dislike? Please tell us about it.</p>		<p>It's a good idea to look around at other websites to work out which designs and site layouts you like (and which you really don't like!).</p>
<p>Who are your competitors? What services/products do you compete on?</p>		<p>To get your site listed as well as theirs – we need to know about them.</p>
<p>Do you have an existing website (for this business or any other)? Please advise.</p>		
<p>Do you have a budget for the total site development?</p>		
<p>When does the site need to be ready by (approximately)?</p>		

**Site Content:**

Question:	Answer:	Comments:
Do you have any existing photos or graphics (e.g. sample products) you would like included on the site?		A good resource for a variety of stock photos is <a href="http://www.bigstockphoto.com">www.bigstockphoto.com</a>
How many photos/graphics in total do you think you will have on your site?		Beware that too many photos/graphics can slow down page downloads. Rule of thumb is 50-80 Kb per page for easy download.
Do you have any special design requirements, e.g. specific company colours/branding to be used?		
Do you already have some content written for the site – e.g. brochures containing product/service information? If so, please note what this includes.		We can add PDF downloads of any existing product overviews, event schedules, price lists etc.
Do you require help with writing content?		Website content is very important if you want your site to be found by the search engines now. We offer FREE guidelines on writing google-friendly content.
Do you have a logo for your site?  If so, <b>please send it to us</b> or advise us of your graphic designer's contact details so we can obtain this and other relevant images for your site.		We work with a graphic designer who can develop a logo for you. The price range for this is \$400-450 for a simple, contemporary design (this includes a business card design).
How many pages (including linked pages) is the site likely to be?  Example for simple 7 page site:  <ul style="list-style-type: none"> <li>• Home</li> <li>• About Us</li> <li>• Products/Services</li> <li>• Contact Us</li> <li>• Testimonials</li> <li>• FAQs</li> <li>• Useful Links</li> </ul>		You may need only 3 or 4 pages or go up to 30 pages – it really depends on your business needs.  We do also offer a budget Minisite design option for those who only need a simple brochure style web presence.

**Site Interaction:**

Question:	Answer:	Comments:
How many email contact addresses will be required on the site, and who will manage the email enquiries?		Most sites have an <a href="mailto:info@companyname.co.nz">info@companyname.co.nz</a> and perhaps one or 2 others for the main contacts.
How many on-line forms do you need, e.g. contact forms with fields to be completed online?		Online forms will incur additional costs – please outline your needs clearly so that we can quote accurately for this.

**Site Specifications & Maintenance:**

Question:	Answer:	Comments:
<p>Do you want to update the site yourself?</p> <p>If so, your site will need to be developed using a Content Management System (CMS).</p>		<p>We recommend Joomla for most CMS sites.</p> <p>Refer to our price guide for CMS site pricing.</p>
<p>Would you like us to do your site updates?</p> <p>For static HTML sites, it is unlikely that you would be able to update these yourself without some web editing experience.</p>		<p>Love2Web is able to provide a maintenance option at \$80/hour (+ GST) or part thereof.</p> <p>If you only expect to do 3-4 small updates per year, it is most likely more cost effective for you to choose a static HTML site and let us do the updates.</p>
<p>Do you need additional website functions included such as:</p> <ul style="list-style-type: none"> <li>- shopping cart</li> <li>- photo gallery</li> <li>- YouTube video clips</li> <li>- blogs/wikis</li> <li>- user login facility</li> <li>- internal search facility</li> <li>- advertising banners</li> </ul> <p>Please specify.</p>		<p>Additional costs may apply for additional functionality.</p> <p><b>NOTE: For shopping carts,</b> please specify:</p> <ul style="list-style-type: none"> <li>- approximate number of products for sale</li> <li>- any variations in products (colour, size etc)</li> <li>- handling of shipping costs</li> <li>- stock control needs</li> </ul>
<p>Will your site require the ability to accept Credit Card payments?</p> <p>If so, approximately how many online sales transactions per month do you expect to process?</p>		<p>There are additional setup costs for online credit card processing plus ongoing security certificate (SSL) and transaction charges associated with this.</p> <p>You will need to research this fully before deciding on the best processing option for your site. We can offer some advice but recommend you discuss options with your Bank.</p>

## Other Specifications & SEO:

Question:	Answer:	Comments:
<p>Will you require help from a Search Engine Optimisation (SEO) company?</p> <p>SEO specialists work with you to optimize your site to help achieve higher rankings in search engines like Google.</p>		<p>Love2Web sites are search engine friendly, keyword rich and light on code (with very good results in Google).</p> <p>However, we are not SEO experts and if high Google rankings are paramount to your business, we recommend using the services of an SEO company (and we can recommend one to you).</p>
<p>Please provide 10-12 keyword phrases that best describe your business (i.e. words that you might type into Google to find businesses like yours).</p>		<p>If you're a dentist in Wellington, you might come up with "dentist, Wellington, NZ" plus other phrases such as "dental services", "cosmetic dentistry" and any other field of dentistry that you specialise in. Imagine you are searching for your business in a search engine. What words would you enter?</p>
<p>If you had to name 2 or 3 key services/products that you wish to push on your website, what would they be?</p>		
<p>What Web browser do you currently use? Please include the version.</p>		<p>Example: Internet Explorer 9, Firefox 3, etc. To check the version, go to the browser &amp; select Help, About.</p>
<p>Our web designs are compatible with Internet Explorer &amp; Firefox – the main players in the browser market (combined over 71% share).</p> <p>Do you require further browser compatibility?</p>		<p>As at May 2011, the usage share of web browsers (according to Wikipedia statistics) is</p> <p>Internet Explorer – 43.5%          Mozilla Firefox – 27.9%          Google Chrome – 16.8%          Safari – 7.3%          Mobile – 5.8%          Opera – 2.2%</p>
<p>What software do you use for your Email? Please include the version.</p>		<p>Example: Outlook, Outlook Express</p>

Any other questions/comments?

Please complete & return this questionnaire to:

Love2Web Ltd  
 22 Kinloch Place  
 Papakowhai  
 Porirua

Alternatively you may complete it in Word and email to: [nicola@love2web.co.nz](mailto:nicola@love2web.co.nz)

