



Prospective Client Questionnaire

We are passionate about the web, and we're happy to build you an easy-to-use, commercial-grade web site *solution*. To help us better understand your needs, please take a moment and answer the following questions. The more detail you provide the better we'll be able to help you. When you're finished, simply cut-and-paste your answers into an email, and send it to: jeremy@writeclickmedia.com

Project Lead Information

Your name, job title

(please type your answers here)

Your email address

(please type your answers here)

Your phone number (please include your area code)

(please type your answers here)

Will you be responsible for managing the site on an ongoing basis? If not, who will?

(please type your answers here)

Time

Do you need the site to go live by, or on a certain date? If you do, why? (A press campaign, a specific event etc.)

(please type your answers here)

Your Organisation

Tell us about your organization. Where are you based, what service or product do you provide, and who are your customers?

(please type your answers here)

How many people are in your organization? How many people on your team will be actively involved in the updating and maintenance of this web site?

(please type your answers here)

What makes your company special?

(please type your answers here)

Your Existing Website

Do you have an existing website? If so, what is the web address?

(please type your answers here)

Do you need us to replace this website with a fresh one, or is this a separate project?

(please type your answers here)

If you have an existing web site, what do you like about it? What do you dislike?

(please type your answers here)

Mission and Branding

What is the site's purpose and what will it do? What business problems do you need your site to solve?

(please type your answers here)

When your new site goes live, how will you know that it is a success?

(please type your answers here)

Who are your competitors? Do they have websites, if so, what are the URLs where they can be viewed?

(please type your answers here)

What emotions should the new web site convey? What perception of your organization/brand should users get from using the site?

(please type your answers here)

Do you need to write new content for your website? Do have existing content that will be provided for the web site? Will you require us to create new content to post to this site, or edit existing content?

(please type your answers here)

Your Site's Audience

Who will be the primary audience using / visiting your website, and what will be their most pressing reason for visiting your web site?

(please type your answers here)

Who else do you think will use the site?

(please type your answers here)

If you have an existing web site, have you received any reports of issues with the site that need to be addressed? If so, what specifically?

(please type your answers here)

Functionality (Estimates Are Fine)

Aproximately how many pages of content will your web site contain at launch? A year after launch?

(please type your answers here)

Do you use a content management system now (Drupal, Typo3, Expression Engine, etcetera)? If you do, what is it called, and will you need to use it for this project? (Please note, that the pricing published on our web site reflects either Expression Engine or WordPress based web sites. Other platforms may cost more to develop for.)

(please type your answers here)

Does the site need to have any specific functions (e-commerce, forums, chat applications, social networking features, a members area, etcetera)?

(please type your answers here)

Will your web site feature digital media content such as Flash, video, or audio? If so, please specify the nature and average filesize of this content.

(please type your answers here)

THANKS!
WE'RE LOOKING FORWARD TO WORKING WITH YOU.
AFTER RECEIVING YOUR ANSWERS,
WE'LL BE IN TOUCH WITHIN 2 BUSINESS DAYS.