

Viktor Web Studios

“We need to get inside your Company!”

Please use this questionnaire to give us a better idea of what your marketing goals are, what the image you want to project with your new web site. If you want to give us more information than the form allows, you will be able to discuss it by email, phone or maybe over lunch.

We understand and appreciate the sensitivity of the information you are sharing with us. It will only be used for the purpose of designing your web site.

Web site questionnaire

Your Company

1. What is your company name?
2. What name will you use for your web site?

Your Objective

1. Your objective describes what you want your web site to do in only one sentence. Use plain English, no marketing hype or other mumbo jumbo.

Your Strategy

1. How are you going to achieve the objective?
 - What goals and business needs do you have for your web site?
2. How would like you to differentiate your company from your competitors?

Your Audience

1. Knowing your audience or customer and their needs will enable us to target your web site for this group.
2. Who is the target audience and what are their needs?
3. What would be the first thing most visitors would be looking for?
 - Make a list of items you believe your customers will be looking for in order of importance.
4. List some of your competitors and their web site addresses.

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Your Branding

1. What mandatory brand elements must be included on each page?

Your Communication

1. Describe the main message you want to communicate
2. Why would your customer choose your services or products?

Your Site Structure

1. What main menus would you like to have?
 - They could be: Products, Services, Clients, Downloads, News, Events, History, etc. See the section Content for your web site for further inspiration.
2. The menu names are important and should tell your visitors what they can expect when they click on the specific menu name.
3. How many pages will your web site have (estimate)?

Your Design

1. You may have seen a web site that you found appealing. Do some research and tell us why you like certain web sites!
2. Do you have a desired look and feel?
 - Which colour scheme and types of images would you like to use to convey your company image.
3. How do you want the user to perceive your site?
 - Fun, cutting edge, colourful, clean and simple, etc.?

Your Promotion

1. In what ways you going to make people aware of your web site?
 - Advertising, Marketing Plan and Material, Newsletter or other?

Your Time Line

1. When is your web site required to be ready?

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Your Maintenance

1. How often do you expect to update the content of your web site?
2. How do you intend to achieve this?

Your contact details.

1. Primary contact:
2. Mobile phone no:
3. Email:

Have we missed anything?

1. Please tell us anything else that you think can be useful when designing your web site!