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it's about form and function

Here are some questions and a checklist to help expedite the design of your website.

WEBSITE QUESTIONNAIRE and CHECKLIST

Your company name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

What would you like your domain name to be? \_\_\_\_\_

**Questions to Answer before You Start**

1) What are your website's goals? What is your activity/business/company and what role do you envision your website to be? For example, to sell goods online, to disseminate information, to answer questions, to display work like an online catalog, to promote a cause etc... What are the main products or services that your website will promote?

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2) Do you have a specific geographical target market? Are they international, state, metro or town specific?

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3) It is very important to start thinking about search engine optimization and marketing even before we discuss anything else to do with your website. With that in mind...

What are 20 - 25 search keywords or phrases that your target markets might use to find your site in the search engines? Think like your customer.

- Spend a day or two (or even a few hours) analyzing your target market.
- o Define your target market. Who is going to use your product?
  - o Learn about your target market. What are their interests and fears? What problems will your product, service or website solve?
  - o What kind of questions do they pose at discussion forums?
  - o How do they explain their problems?
  - o What are their opinions about existing products and services that attempt to solve their problems?
  - o If you get emails from prospective customers, what words do they use to express their problems?

Fortunately the Internet and the search engines make it very easy to research this and more. You can use Google to find your competitors, forums where your customers hang out, the problems they discuss, their opinions about your business and that of your competitors, etc.

Keep a Notebook and Pencil

Spend some days browsing the web. Keep a notebook and pencil or your favorite text editor handy and visit as many discussion forums as you can. Write down the words your prospective customers use. Find the various industry jargon related to your product or service.

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### More Questions

Please list several websites that you like, and what you like about them.

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Please check the options below that apply.

- You would like to be able to update your website yourself.
- You would like people to be able to listen to music samples on your site.
- You would like animation on your site, either as an intro or as a special portion.
- You want a questionnaire on your site.
- You would like a blog on your website.
- Other. Please specify \_\_\_\_\_

Please circle all the words that describe how you envision a website to be that would best reflect your activity/business/company:

Sophisticated	Folksy	Colorful	Simple	Dignified	Playful	Geometric	
Organic	Pastels	Bold Colors	Restful	Mysterious	Modern	Classical	
Historical	Hip	Funky	Groovy	Retro	Arts & Crafts	Metallic	Natural
City	Country	Happy	Neutral	Corporate	Family		
Patterns	Collage	Soft	Hard	Shy	Forceful	Aggressive	Rhythmic
Nurturing	Light	Dark					

Thank you very much for participating in this questionnaire. Answering these questions is the first step in creating the website of your dreams! You can fax this form to **866.617.6396**, or mail it to goffgrafix, po box 1314, oak bluffs, ma. 02557