



TN|GRAFIX

www.tngrafix.com

These questions are intended to help you gather necessary information to provide relevant content on your web site. Answer as fully as possible. Don't worry if something isn't applicable or you are not sure how to answer. We are available to help every step of the way.

1) Corporate Identity:

Company Name

Company Tag Line:

Main Phone Number:

Fax Number:

Address:

Additional contact information

Business hours of operation (store hours / when phones will be answered, if relevant)

2) Domain Names and Hosting:

Main Domain Name:

What other domain names do you own?

Do you have web hosting? If so, what host (GoDaddy, Network Solutions, etc?)

3) Briefly describe what your company does:

4) Adjectives: Please list 5 (or more) adjectives that you think describe your company or should describe your company in order of relevance / importance:

1. _____

2. _____

3. _____

4. _____

5. _____

- 5) Competitors: Are there any websites that you would consider your “competition”? Feel free to provide more information on how they are your “competition”, but, at minimum, provide for each competitor, include the company name, web address, and a list of “keyterms” that describe what they do and/or sell.

- 6) Favorite Sites: Please list 3-5 websites you like. Include the URL, what you like about each site, and what you would improve upon:

- 7) Least favorite sites: Please list 3-5 websites you don’t like, Include the URL. What don’t you like about these sites? What redeeming qualities to they have?:

- 8) Products / Services: List the top products / services you provide:

- 9) Selling points: Tell us why you, your products or your services are better than your competition (do you have a special niche?)

- 10) User goals: Why do you think people will visit your site? How do they know about your site?

- 11) Target Audience: Describe your “average” visitor as best you can.

- 12) Secondary Audience: What other visitors is your site going to get? Job seekers? Board members?

- 13) Site Purpose: What do you want site visitors to do when they get to your site? What are your goals for the web site in terms of visitor actions? What do you think your site visitor should accomplish on your site?
- 14) Site Goals: What are your goals for the web site in terms of you company goals? How is your site supposed to help your business? What is the purpose of your site?
- 15) Site Analytics: Do you want Google analytics or other tracking software for visitor reports?
- 16) Site Features: What features do you think your website should include? (calendar, forum, login, price comparison chart, contact form, anything?)
- 17) Site No Nos: Do you have any definite remarks on what you DON'T want to have on your website? (Flash, splash page, the color pink?) Sharing why you don't want a feature will help me get an understanding of your user experience tastes, so feel free to elaborate.
- 18) Other: Anything else I should know?
- 19) Contact(s) Information for web decisions:
Primary Contact Name:
Contact Email Address:
Contact Phone:
Secondary contact:
- 20) Billing contact, if different: