



clearblucreative.com

Clearblu Creative Website Questionnaire

BUSINESS/ORGANIZATION PROFILE

We try to make the process of getting your web site finished as quick as possible. But **planning and strategy comes first**. That's where this website planner comes in handy. Without planning first, your web site can become a disaster, wasting your time and hard earned money. There are several steps we go through before completing your website:

A | Are you in charge of every aspect of the website, including content gathering?

Yes No _____

B | Have you planned a website before?

Yes No _____

C | Please briefly describe your company or organization so we can learn more about it.

D | What is your mission statement?

E | What is the type of industry of your business?

F | How does your company currently market?

G | How many employees does your business have?

H | How long has your business been in business?

I | Who are your customers?

J | Do you have any trademarks or service marks? If so, please list them here and indicate which are registered trademarks.

Current Site Analysis

A | Will this project be a redesign or a new website?

New Redesign

B | If you selected redesign, what is your current URL?

http://

C | If your website is currently up, who is your current web host?

D | What features of the current site would you like to keep?

E | What features of the current site don't you like or features that you just don't use?

F | What feedback have you had about the current site?

G | Do you already have a domain name registered? If so, with which company?

Website: Purpose/Objectives/Goals

Be honest. If you want your website to make money or get leads, say so. You may have to start out small and build up to what you really want, but you still need to keep in mind where you want to eventually get.

A | What is the intended purpose of your website?

Online Store

Online brochure for your company / services

Online Community

Educational

Other

B | If other, please explain.

C | What is your main objective for your website?

D | What are your long term goals for the site?

Please check all that apply.

Customer Service:

To improve overall customer service

- To provide support info online for customers
- To provide additional info online for customers
- To answer frequently asked questions

Reduce Cost:

- To reduce printing costs by putting info online
- To reduce printing costs by putting forms online
- To save on postage costs by using email
- To lower support costs

Communications:

- To put up a calendar of events
- To provide a forum for customers
- To improve internal communications
- To help form relationships with other companies

Community Resources:

- Provide a community service
- Build a resource site to attract visitors
- Provide a portal or a gateway to the Internet

Ongoing Promotion:

- Promote special offers to customers
- Promote items on sale to customers
- Send follow-up email to customers
- Send email newsletters to customer

Overall Objectives:

- To create a good impression of my company

Establish a web presence and credibility

To provide contact info and directions

Advertising & Marketing:

To supplement my traditional advertising methods

Get free advertising from link exchanges

So my info is available online all of the time

To test for potential new market niches

Experiment and look for market demand

To promote my business location

Prospect or Lead Generation:

To encourage prospects to request info

To promote to possible prospects

To develop qualified prospects

To develop an opt-in email list

Product or Lead Generation:

To sell products directly on the Internet

To sell services directly on the Internet

To increase my customer base

Sell a product or service without a middleman

Product or Service Information:

To provide an online catalog for customers

- To provide detailed product or service info
- To inform customers of product updates
- To list product and service price lists for employees

Website Maintenance

A | On average, how often will new content be added and/or updated to your website?

B | Who will be maintaining your site after it goes live?

- ClearBlu Creative Employee Full Staff Other

C | Who will monitor and respond to the website emails? Please list the email(s)

Website Hosting

Web hosting is how your website is stored 24 hours 7 days a week so it is always accessible by internet users. ClearBlu Creative has unbeatable hosting prices. We can discuss with you our prices, and the difference in hosting packages, and help you decide which package is best for you. Additional fees may be required if ClearBlu Creative must upload content to another web host. Hosting with us includes free email at info@clearblucreative.com , web stats, support, free setup and more. For current website hosting prices, go to <http://www.clearblucreative.com>

- Yes, I need ClearBlu Creative to host my site
- No, I already have a web host who will host my website

Site Elements

Please check all that will apply to your site, if you're not sure about something, leave it blank and explain at the bottom of this page with your questions. Place an "x" next to the elements that you will be needing, and place a "?" next to the elements about which you are unsure

- Email Access
- Site Search
- Newsletter/ Mailing List
- e-book or PDF downloads
- Surveys or questionnaires
- Audio / Sound
- FAQ (Frequently Asked Questions)
- Specialized Calculators
- Discussion Board / Forum
- Site Map (Must on large websites)
- Live Online Support
- Classified Ad Directory
- Articles, Reports, Writings, Manuals
- Guest Book
- Art, Photo, or Graphics Gallery
- Contest or Giveaways
- Streaming Media
- Customer Feedback
- Banner ads (Sites sponsoring on your site)
- Membership Area
- Online Product Catalogues
- Special or Limited Time Offers
- Chat
- Automatic news or article feeds
- Shopping Cart (e-commerce)
- Press Releases
- Flash
- Accept Credit Cards

- Animations
- Secure Server
- Forms (Ex: Contact Forms)
- Directory / Database
- Custom Scripting
- Media Kit
- Newsletter Archives
- Other (Please explain below)

7. Scripting & Databases

If you requested any special scripting (contact forms, feedback forms, databases, reservation systems, etc.) then we will integrate the scripting into your website.

8. Web Site Completion & Debugging

After you have reviewed the website, and everything is in correct order, we will start by reviewing the site ourselves. We will check website load time, browser testing, resolution testing and the overall optimal performance of your site.

9. Site goes “Live”

Your site is published for the world to see! You can now start advertising your website: tell friends, business acquaintances and publish print material with your website address.

10. Site Optimization & Online Marketing

Your site is optimized so that we can correctly market your website. We will use the keywords and descriptions of your site that you have gave us in your planner. We will then start by submitting your website to search engines and do any other website promotion services that you requested.

Site Navigation

Below is a flowchart diagram. Your main page to your website is where “Home Page” is written on the top box. In the boxes below write the pages that your website will contain. If this is a redesign of a website, place the pages you currently have on your existing website, then cross out the pages that you would like removed and add any additional pages. (If you have more pages than spaces available, write them below, or write them on a separate sheet of paper). If you’re artistic, you can always make your flowchart diagram on a separate piece of paper and attach it with this website planner workbook. If you need ideas on pages for your website, we suggest that you

review pages 10-12 and read the articles "Things to Think About When Planning Your Website", "Planning the Navigation of Your Website" and most of all "Things You Can Include in Your Website" in this planner.

A | How many pages do you currently have on your existing site? _____

B | How many pages have been decided on for your new website? _____

Site Content

A | From where will the content for your website come? Will you be providing it? Will we need to provide it?

B | Will the content be new, repurposed, or both? Explain:

Colors & Accents

A | What are your color preferences? Should they blend in with the company/organization logo?

B | If you'd like, feel free to give a URL to a website, where you like the coloring and explain why.

Marketing Your Website

TRUE or FALSE

A | ___ Being in directories & search engines is important for my business / website.

B | Would you like us to undertake promotion of your site to promote and optimize for search engines?

___ Yes ___ No ___ Not Sure

C | KEYWORDS:

If you were your own customer, what words would you use to find you in a search engine?

For example, a training company might answer "teamwork training, management training, executive coaching, communications training, train the trainer, conflict resolution, managing change, training, strategic planning, facilitation skills, meeting, risk and empowerment"

Pinpointing these accurately is VERY important to the success of your site, as they are used in your web pages as key words. People looking for what you have to offer will search for key words on the Internet. If you have good keywords that reflect what you offer, you improve your chances of being found by people who are using search engines. Keywords can also include your locations such as city state, country, etc. If you had a dentist in Sebring, FL some of your keywords would be "Sebring Florida Dentist " Sebring FL Dentist", etc.

In priority order, list the 15 most important keywords from your answer above. If you would rather us find the best keywords for your website, check here: _____. (Please use space below to put keywords)

D | Site Description

Please write a carefully constructed 25-word sentence containing the most important keywords describing your business/ website.

Your Target Audience

A | Who is your target audience? List them:

B | What types of visitors do you wish to attract?

Your Image

Content Driven

Conservative

Corporate

Artistic

Feminine

Friendly

Children

High technology

Family

Academic

Fun

International

Rustic

Nature

Other

B | If other, describe below.

Sites you like

A | Specify as many websites that you like the look and feel, layout, and the functionality and so forth.

http://

http://

http://

Photos / Media / Sound

You must own the copyright to, or have permission from, the copyright owner to use any photos, sound, or media you send us. If you have photos of your own that you would like to place on your website, you may send them to us by mailing the photos so that we may scan and return them, or by sending the digitized images on a diskette, CD , or via email.

Stock photos can also be obtained from multiple websites (Some free, some for which you must pay).

Some of these websites include:

Getty Images (<http://www.gettyimages.com>)

iStockPhoto (<http://www.istockphoto.com>)

Inmagine (<http://www.inmagine.com>)

Stock.xchang (<http://www.sxc.hu>)

PictureQuest (<http://www.picturequest.com>)

Animated GIF images: High quality images are available from Photo Disc (<http://www.photodisc.com>) and other sources. We can also make customized animations for an extra charge. We can help you select the photos for your website, but extra charges will apply. We also offer our photography services as well for business location, staff , products shots, etc.

A | The following is a list of possible items that you will need for your website. Check the items on the list that apply to your needs:

I have graphics, photos and/or artwork that need to be scanned.

I need assistance in choosing graphics and artwork

I need a new custom graphics and/or artwork design

I currently have videos that need transferred onto my website

I would like sound played on my website.

I need a staff member at ClearBlu Creative to take photography of our business (local only)

Testing & Optimization

A | Please select the following items that you will need:

Browser Compatibility Check

Link Checks

Spell Checks

24-hour monitoring of site

Analytics, monitoring traffic of site

Website Preferences

A | Do you need copyright or trademark information in small print at the bottom of every page? (ie, Copyright 2007 Your Business name. All Rights Reserved.)

Yes No Not Sure

Your Authorization

On behalf of my organization / business, I approve the above plan which I have developed with Clearblu Creative. This plan will be used to construct a proposal for my approval. If approved, I authorize Clearblu Creative to use this Website Planning Workbook as the basis of the project. If I do not approve of the constructed proposal and I decide not to do business with Clearblu Creative, I acknowledge that Clearblu Creative will keep confidential and destroy any and all information that I have provided within this planner.

Printed Name: _____

Authorized Signature: _____ Date: _____