



4u created – affordable web design for individuals and small businesses

4u created web design

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Website Design Interview

Date: Business/ Name:

Contact person: Title/Position:

Address: City/Town, Post Code:

Phone: Fax:

Mobile: Email:

Desired Completion Date:

1. Your Target Market

Who is the primary target market of your website? This affects the overall design, text and content of your website (you can list more than one definition in each category).

Individuals: Age Group Gender Income Range

Industries:

Businesses:

2. Design & Theme

2.1 Style

Describe the style you want your website to reflect (check as many as apply)

- professional
conservative
artsy
minimalist
fun
elegant
other

2.3 Logo

Do you / does your company have an official logo?
O yes O no

If yes, can you provide your logo to us in electronic format?
O yes O no

Would you like us to create a logo for you?
O yes O no

2.2 Colour

Do you / does your company have official colours?
O yes O no

If yes, please list them here:

If no, please list colours you would like to use:

Please list the 3-4 main colours you would like to use:

3. Domain name

Good domain names are more and more difficult to buy.

Ideally, your domain should suggest what your website is about, e.g. (www.) vetmobile for a vet offering home visits. However, your ideal domain might not be available anymore and we'll have to find something new.

List at least three options for a possible domain name: Which extension would you like?

- 1. _____ _ .co.uk
- 2. _____ _ .com
- 3. _____ _ .net
- _____ _ .org

4. Competitors' websites

List names and website addresses of your direct competitors:

Name: _____ URL: _____

Name: _____ URL: _____

5. List any websites (in general) that you particularly like:

1. Name: _____ URL: _____

Reasons you like this website: _____

2. Name: _____ URL: _____

Reasons you like this website: _____

6. Website Description and Key Phrases

6.1 Please give a BRIEF DESCRIPTION (150-160 words) of your business or occupation, using as many key phrases and key words possible under which someone might search for your website:

6.2. Please list 10 KEY WORDS or KEY PHRASES that people are likely to search when trying to locate your website using a search engine (i.e. bed and breakfast, holiday accommodation Norfolk, shopping in Norwich, The Broads, etc):

7. Pages & Text to include on your website

Text to be included on your website should be provided in an electronic format, ideally either in an email or attached to an email as a document prepared in a text editor, such as Word (Windows).

Examples of the most common website pages:

Homepage

- your themes or slogans
- welcome statement
- introduction of your services/products
- pictures illustrating what you offer

include this page don't include

Products/Services, Fees

- List & description of products and/or services
- rates/prices/tariffs
- schedules (workshops, classes...)
- detailed information about your services
- pictures illustrating what you offer

include this page don't include

About, either

a) your business:

- mission statement/purpose
- history of business/years in service
- philosophy of how you do business
- professional organisation associations
- media coverage

include this page don't include

Frequently Asked Questions, e.g.

- about your field/business/products
- about payment options

include this page don't include

b) or your individual site

- your professional education & qualifications
- what you offer
- philosophy of how you work
- professional organisation associations

include this page don't include

Testimonials

- endorsements from your clients
- media reviews

include this page don't include

Portfolio/ Gallery

Picture gallery of your services/products

include this page don't include

Contact

- Location of your business
- Phone/fax/email
- Hours of service
- Map/directions

include this page don't include

Other pages you would like to include – please describe:
