

## 3DA Web Design Questionnaire

This questionnaire can provide us with the necessary insight to complete your design project. We recommend printing this form prior to completion. **Upon clicking the "Continue" button at the end of the form, you may need to scroll up to review your responses to submit.**

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**Name \***

First

Last

**Company Name \***

**Website (if applicable or if you have already purchased a domain)**

**Email \***

**Daytime Phone \***

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(###)

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**Please describe your organization – mission, vision, how long it has been in existence:**

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**Goals and Marketing Strategy**

**What is your budget for this web development project? If you have already purchased a package please select it here: \***

**What are the goals that you want your website to**

**accomplish? (check all that apply)**

- Produce new qualified leads
- Leverage other advertising
- Commerce (sell products)
- Improve customer service
- Build an e-mail list
- Provide detailed info about products/services
- Answer Frequently Asked Questions (FAQs)
- Provide Testimonials
- Provide Audio/Video/Podcasts
- Serve as blogging platform
- Keep customers current on changing info
- Maintain a competitive edge
- Increase the image/prestige of your business
- Reduce your overhead (postage, printing, etc.)
- Provide articles to visitors
- Provide maps or directions
- Allow users to view/register for events
- Build social network
- None of the above

**Will you need any of the following features? (check all that apply – additional charges may be incurred) \***

- Downloadable Forms
- Online Forms (except Contact Form)
- Blog
- Mailing List Subscription
- Password-Protected/Members Section
- Flash Animation (Home Page Only)
- Flash Header
- E-Commerce/Shopping Cart
- Audio/Video/Podcast Player

- Message Board/Forum
- Photo Gallery
- Event Registration
- Calendar
- None of the above

**Briefly list any other goals not mentioned above that apply to your website**

**What is the single most desired action for a visitor to take while at your website? For example, call a phone number, fill out a form, sign up for a mailing list, make a purchase, request a free report, choose your company over a competitor, etc.**

**What are other important actions desired for visitors to take while they are at your website?**

**Please describe your target audience, including age, average income, or market niches**

**Describe you targeted geographic area including postal codes, cities, counties or neighborhoods**

**Current Website (Re-Design Projects ONLY)**

**Do you have a business plan? If yes, when was it last updated. If no, indicate no business plan.**

**Do you have a marketing plan? If yes, briefly describe your marketing strategy. If no, indicate no marketing strategy.**

**Who are your competitors? What do they do better than you? What is your unique selling proposition (what do you do better than your competitors)?**

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**Competitive Analysis**

Please list three websites that you like (in terms of layout or design) below:

**Web Site**

**Web Site**

**Web Site**

http://

**Please describe any items/features on these sites that you DO NOT LIKE:**

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### Design & Layout Considerations

**Please describe any colors or color schemes that you already have in mind to incorporate: \***

If you are indifferent about the colors used in your site, please state that here.

**Do you prefer cool or warm colors?**

**Which font would you like to feature on your site?**

**Please describe any themes that you would like incorporated:**

**What is your taste in furniture and art? (Your response assists us in creating a design)**

**Do you currently have a logo or brand identity?**

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Please use the file upload fields below to attach any existing logos, business/marketing plans, or marketing pieces that will assist us in the design: If you have a transparent logo in GIF or PNG format, please be sure to upload it here.

**Upload a File**

Browse...

**Upload a File**


 

**Upload a File**

**Please list pages you would like to incorporate in the site: \***

**Do you have a deadline for your website project?**

 /  /    
MM      DD      YYYY

**Additional comments or other considerations not referenced in this questionnaire that you think are important.**

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**E-Mail & Optional Services**

**Please list the email addresses you would like us to establish i.e.; service@yourdomain.com or sales@yourdomain.com or yourname@yourdomain.com, etc. (Hosting Customer Only)**

**Are you interested in additional search engine**

**optimization services, including link building, pay-per-click/adwords, and multi-engine submission? \***

**Are you interested in multi-year hosting for an additional fee? \***

**How soon would you be interested in implementing your new website? \***

**Are you interested in any of the following optional services (check all that apply)? \***

- E-Mail Marketing Services
- Drip/Autoresponder Services
- Custom Copywriting Services
- Premium Royalty-Free Images
- Real Estate Marketing Packages
- Social Media Marketing
- Monthly Web Maintenance Plan
- Blog Development Package
- Print Collateral (Business Card, Brochures, etc)
- Logo Design/Re-Design

**Do you require design or hosting references with your proposal?**

**Are you a non-profit organization?**

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**If you have any questions about this form, please contact us.**

Omitting any of this information can result in a less-than acceptable design and can be monetarily costly should this information be provided after the design process has begun.

**Continue**