



WEBSITE DESIGN: GETTING STARTED

Thank you for your interest in our website services. Please take a few minutes to complete this survey. It is not intended to capture everything we need to know to design your website. Nor is it intended to replace a face-to-face consultation. But, it will give us a good starting point. If there are any items that you don't understand or can't answer, we will be happy to go through them with you during our initial consultation.

FAX the completed form to: **(919) 863-4101**

Or mail it to:

Llamawerx Inc.
2501 Blue Ridge Rd. Ste 150
Raleigh, NC 27607

Business Name: _____

Contact Information

Your Name: _____ Phone Number: _____

Email: _____

Vision

Before embarking on a new website, it's important to develop an overall vision for the site. This vision should honestly reflect your company or organization.

Circle the words below that best describe *why* you would like a website.

- | | | | |
|-------------------------|-------------------------|------------------------|--------------------------|
| Lead Generation | Offline Sales | Information | Scheduling |
| Collaboration | Communication | Differentiation | Online Sales |
| Customer Service | Business Process | Publicity | Technical Support |

Why will users visit your site?



Circle the words below that best describe *what* you would like your site to represent.

- | | | | |
|--------------------|---------------------|---------------------|----------------------|
| Simple | Informative | Professional | Amusing |
| Clean | Innovative | Established | Wild |
| Elegant | Sleek | Cool | Authoritative |
| Alive | Conservative | Fun | Traditional |
| Fresh | Neat | Edgy | Instructive |
| Trustworthy | Interactive | Solid | Precise |
| Educational | Humorous | Enlightening | Communicative |
| Modern | Entertaining | Friendly | Corporate |
| Relaxed | Personal | Chic | Contemporary |

What are your top three: 1. _____ 2. _____ 3. _____

It is very important to understand *who* will use the website too.

The majority of users will be: **new users** **returning users**

The target demographic is: **<20 years old** **20<30** **30<50** **50+**

The majority of users are: **male** **female**

Describe your ideal user(s):

Are you planning to sell products on your site? **Yes** **No**

If you are selling products...

How many products do you have? _____

Do the products have images? **Yes** **No**

Do you need to support credit card purchase? **Yes** **No**

Do you process credit cards today? **Yes** **No**

If you do process credit cards, who is your payment service provider?



Building the Site

Building a website takes time and commitment—especially during the design and development phase.

How high of a priority is this website for you?

Low It's a juggling act I need one soon I need it Now!

How many hours per week are you willing to commit during design and development?

I'm too busy 1-2 less than 5 5-10 10-20 20-30 more than 30

A website combines a style—how it looks and feels, with content—what it says. In the table below, mark what content you feel is important and how you plan to create it.

	Do you need these?		How will you get the get the content?				
	Yes	No	I have it	I will create it	Help me edit it	Help me convert it	Help me create it
Text							
Illustrations & Logos							
Pictures							
Video							
Sound							
Animation							
Multimedia							

If you are providing your own content, can you deliver it in digital format? **Yes No**

If not, explain what format it is in:

Color can convey many different moods and emotions. Some positive—some less so. The interplay of text, graphics and background color establishes a “feeling” for your site. While black text on a white background is generally the easiest to read, other colors can work if they are used judiciously.



I prefer cool colors: **Blue Green Turquoise Silver**

I prefer warm colors: **Red Pink Yellow Gold Orange**

I prefer neutrals: **Black Gray White Ivory Brown Beige**

A website is made up of a collection of web pages beginning with the "home page" and continuing onto the "inner pages." In order to keep a website consistent, pages generally follow an established style. Some sites use a different styled home page to attract attention or present information in a unique way.

Would you like a unique home page? **Yes No**

Your web pages can contain more than just static content. Would you like to include any of the following items in your website?

- | | | | |
|--------------------------|--------------------------|---------------------------|-----------------|
| Animated graphics | Audio | Blog | Calendar |
| Contact form | Discussion group | Event registration | |
| File exchange | Newsletter | Online shop | Payment |
| Photo gallery | Registration form | Scheduling | Videos |

If you have other ideas for dynamic content, please explain...

Some sites need a "Member's Only" section allowing access to private content. Does your site need a private area? **Yes No**

Launching the Site

Once built, the website needs to have a name and a home.

Do you own a name for your site? **Yes No** **www.**_____.

I don't have a name, but I would like my site to be called:

www._____.

www._____.

www._____.



Sometimes you may want multiple names for the same site. For example: www.site.com and www.site.net. Would you like multiple names for your site? **Yes No**

Your site files need to be stored on an Internet web server. This is called "hosting." If you have an existing site, you may or may not need hosting. If it's a new site you will need it. Do you need hosting? **Yes No Maybe**

Keeping it Up

Building and launching a site is only the beginning. Your visitors will expect current information. Nothing dates a website quicker than outdated or expired content.

How often do you plan on updating your site?

- | | | |
|------------------|-----------------------|--------------------------------|
| Every Day | Once a week | Couple of times a month |
| Quarterly | Once in awhile | Rarely |
| Never | | |

Statistics can provide an understanding about what users are viewing on your site. This can be critical to evaluating your user base and site performance.

- | | | | |
|-------------------|----------------------|---------------------|------------------------|
| Not needed | Email summary | Basic online | Detailed online |
|-------------------|----------------------|---------------------|------------------------|

A successful website must have visitors. How do you plan to attract visitors to your website?

- | | | |
|-----------------------|--------------------------------|-----------------------|
| Word of mouth | Traditional advertising | Online banners |
| Search engines | Link exchange | Pay per click |

Anything Else?

Please describe your thoughts on your website and any other important information about your website or your business:
