

Preliminary Questionnaire

Complete this Client Questionnaire and I will get back to you as soon as possible with ideas and recommendations.
Complete and submit or print it for your convenience.

Clear communication and careful planning greatly increase the potential success and impact of a web site.

The following questions are designed to help you start thinking about what is needed for your site.

You may not know exactly how to answer all of them and that's okay,
but please take the time to answer as many questions on this form as you can.

Privacy Pledge:

SwissItWeb believes that strong electronic privacy is crucial for the ongoing success of the Internet as a service, commercial, and entertainment medium.

I pledge that SwissItWeb will not release your personal data to anyone else without your consent.

Client / Company Name*

Contact Information

*Indicates Required Fields

1. Who is the contact person responsible for overseeing your participation in the Web site development?
List name and contact information for this person.

Name:* E-Mail:* Phone:

2. Who has final approval on the project? List name and contact information for this person

Name:* E-Mail:* Phone:

General Contact Information

*Indicates Required Fields

First Name*	<input type="text"/>	City	<input type="text"/>
Last Name*	<input type="text"/>	State	<input type="text"/>
Company Name	<input type="text"/>	Zip Code	<input type="text"/>
Titel	<input type="text"/>	Telephone	<input type="text"/>
Address1	<input type="text"/>	Cell Phone	<input type="text"/>
Address2	<input type="text"/>	Fax	<input type="text"/>
Suite	<input type="text"/>	E-Mail*	<input type="text"/>

Additional Information/
Comments

If you need help with any of the following sections, please do not hesitate to contact me.



Foundation:

Do you need to:

Re-Design an existing Web Page

Create a new Web Page

What do you have so far?

I have a Domain Name

If Yes, what is it?

I have a Web Host

If Yes, what is it?

If you answered **NO** to the question above about Domain Name please give me your choices:

Choice 1#: www.

Choice 3#: www.

Choice 2#: www.

Choice 4#: www.

Web Site Titel:

Desired E-Mail

Target Launch Date

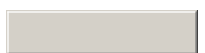
Estimated No. of Pages

Please specify the type(s) of Web Design or Service(s) you are interested in: *

Purpose:

In as much detail as possible please describe what you hope to achieve/accomplish with your web site:

Purpose - Why do you want a Web Site? List your 10 reasons in order of importance



Company Information

(If this is for a personal site, please skip this section).

1. What is your Company's Objective or Mission Statement? (If you do not have one, what is the nature of your business?)

2. How old is your company?

4. How will you judge the success of this project?

Keywords and Short Phrases People Will Use to Find You on the Internet?

1

6

2

7

3

8

4

9

5

10

Comments:

List web sites that you think are most like the 'style' or 'image' you would like for your web site.

www.

www.

www.

www.

NOTE: Providing web ready graphics on disk, in either the .gif or .jpeg formats, helps hold your cost down.
We can develop new graphics & artwork, or scan them in, at additional cost. Providing text edited in a word processor file is your decision.
We can write your copy or transfer from hardcopy pages at additional cost.

Check the items that you think might apply to your website:

NOTE: Almost all of the following require specialized programming, or custom server interfaces.
We can include the added cost of these features in the website proposal once we have consulted with you and determined their usefulness.

- | | | |
|---|---|--|
| <input type="checkbox"/> Guest books for visitors to record comments | <input type="checkbox"/> Online Shopping Card | <input type="checkbox"/> Animation(gif, Flash, Macromedia, etc.) |
| <input type="checkbox"/> Secure Order forms requiring Credit Card transaction | <input type="checkbox"/> On-line order forms | <input type="checkbox"/> Sound & Audio Files |
| <input type="checkbox"/> Order forms which can be printed/mailed/faxed | <input type="checkbox"/> Requests for information | <input type="checkbox"/> RealPlayer (streaming audio&video) |
| <input type="checkbox"/> Surveys of customer preferences | <input type="checkbox"/> Java Applets | <input type="checkbox"/> QTVR (Quick Time Virtual Reality) |
| <input type="checkbox"/> Database Integration & Ordering | <input type="checkbox"/> Java Scripts | <input type="checkbox"/> Shockwave (From Macromedia) |
| <input type="checkbox"/> Dynamic HTML Programming | <input type="checkbox"/> Quick Time Movies | <input type="checkbox"/> Cascading Style Sheets (CSS2) |



Logo, Photos, Graphics, Other Artwork, Animation, Sound

If you answer any of these with NO, I can include the cost of the creation in our quote

Do you have:

Can you provide it on disk or send it by e-mail?

Logo

Yes No

Yes No

Photos

Yes No

Yes No

Graphics

Yes No

Yes **No**

Animation

Yes No

Yes No

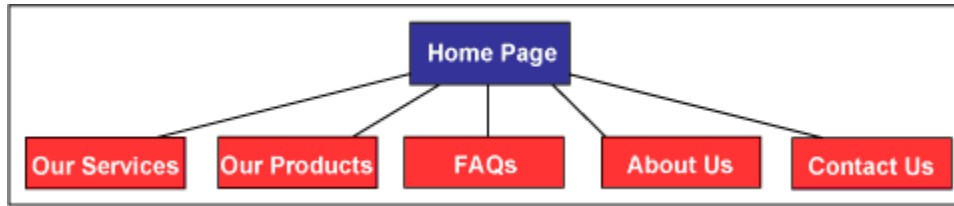
Sound

Yes No

Yes No

Content

Web Site Layout and Content pages



Based on the example above, fill in your Web Page titles in the text boxes below.
Fill in only as many as you think you'll need.

(Page name examples in addition to the Home Page are: About Us, Services, Products, Press Release, Blog, Links, Location, Contact Us)

Page Name 1#	<input style="width: 100%;" type="text"/>	Page Name 8#	<input style="width: 100%;" type="text"/>	Page Name 15#	<input style="width: 100%;" type="text"/>
Page Name 2#	<input style="width: 100%;" type="text"/>	Page Name 9#	<input style="width: 100%;" type="text"/>	Page Name 16#	<input style="width: 100%;" type="text"/>
Page Name 3#	<input style="width: 100%;" type="text"/>	Page Name 10#	<input style="width: 100%;" type="text"/>	Page Name 17#	<input style="width: 100%;" type="text"/>
Page Name 4#	<input style="width: 100%;" type="text"/>	Page Name 11#	<input style="width: 100%;" type="text"/>	Page Name 18#	<input style="width: 100%;" type="text"/>
Page Name 5#	<input style="width: 100%;" type="text"/>	Page Name 12#	<input style="width: 100%;" type="text"/>	Page Name 19#	<input style="width: 100%;" type="text"/>
Page Name 6#	<input style="width: 100%;" type="text"/>	Page Name 13#	<input style="width: 100%;" type="text"/>	Page Name 20#	<input style="width: 100%;" type="text"/>
Page Name 7#	<input style="width: 100%;" type="text"/>	Page Name 14#	<input style="width: 100%;" type="text"/>	Page Name 21#	<input style="width: 100%;" type="text"/>

Are there specific features or effects you would like to include on your web site?

If so, please select all that apply.

- | | | |
|---|---|--|
| <input type="checkbox"/> Slide Show | <input type="checkbox"/> Animated Graphic | <input type="checkbox"/> Shopping Card |
| <input type="checkbox"/> Video Clip | <input type="checkbox"/> Frames | <input type="checkbox"/> Adobe PDF pages |
| <input type="checkbox"/> Pup-Up Advertising | <input type="checkbox"/> Search Engine | <input type="checkbox"/> Business Forms |
| <input type="checkbox"/> Guest Book | <input type="checkbox"/> Rollover Effects | <input type="checkbox"/> other, please comment |

Comment



What items do you already have that I can use on your web site? Please select all that apply.

- | | | |
|--|---------------------------------------|--------------------------------------|
| <input type="checkbox"/> Existing Web Site Content | <input type="checkbox"/> Brochures | <input type="checkbox"/> Newsletters |
| <input type="checkbox"/> Flyers | <input type="checkbox"/> Text on Disk | <input type="checkbox"/> Photographs |
| <input type="checkbox"/> Graphics | <input type="checkbox"/> Forms | <input type="checkbox"/> Database |

Others?
Please describe...

Note: Please make sure you have the legal property or usage rights of any content, graphics or photos you wish to display on your web site!

Tip: The professional appearance of your web site has a lot to do with the photos or graphics you choose. If you need me to find or create graphics or photos for you, I will be happy to provide that service on an hourly basis.

Style

- | | | |
|---------------------------------------|--|---------------------------------------|
| <input type="checkbox"/> professional | <input type="checkbox"/> sophisticated | <input type="checkbox"/> conservative |
| <input type="checkbox"/> fun | <input type="checkbox"/> friendly | <input type="checkbox"/> formal |
| <input type="checkbox"/> casual | <input type="checkbox"/> progressive | <input type="checkbox"/> serious |
| <input type="checkbox"/> classy | <input type="checkbox"/> easy | <input type="checkbox"/> humorous |

Others:

Select any visual elements or styles that **MUST** be utilized from existing materials

- | | | | | | |
|-------------------------------|-------------------------------------|--------------------------------------|---------------------------------|--|---------------------------------|
| <input type="checkbox"/> Logo | <input type="checkbox"/> Letterhead | <input type="checkbox"/> Key Phrases | <input type="checkbox"/> Colors | <input type="checkbox"/> Typeface / Font | <input type="checkbox"/> others |
|-------------------------------|-------------------------------------|--------------------------------------|---------------------------------|--|---------------------------------|

Please describe

Colors

Do you have a preferred color scheme for your web site?

Inspiration

Are there any web sites that have a look and feel you admire? If so, please list the URL (i.e. <http://www.greatwebsite.com>) and identify the particular features you find most appealing.

Maintenance

Are you interested in Maintenance Service? Yes No

Please comment:

Budget

Development \$

Maintenance \$

Hosting \$

Promotion \$