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Client

Company _____ Contact Name _____

Address _____ City _____ State _____ ZIP _____

Phone _____ FAX _____ E-mail address _____

WWW URL (if any): _____

Is this a brand new website or a re-design: _____

Web Site Questionnaire

The following is a list of questions designed to define the overall goals of your site, including specific questions regarding content, look, feel and function. Please answer each of the questions in a brief and clear manner. Please add any additional notes or comments at the end of this questionnaire if necessary.

Website Objectives

1. What is the primary objective of the website (e.g. generate leads, online brochure)?

2. Secondary objective: _____

3. If the audience remembered only one thing after visiting your site, what would that be? _____

4. Please list the pages you want on your website (e.g. home, about us, services, contact):

Total number of pages: _____

5. Do you want to have online quote forms? _____

If so, please list the types of quotes you would like to offer (e.g. general liability, auto...): _____

Total number of quote forms: _____

6. Do you want to have any flash animations or video on the website? _____

If yes, please describe: _____

Company History - Industry

1. When was your Organization founded (When - Who)? _____
2. Describe the mission and purpose of your Organization: _____

3. Do you have a slogan and/or mission statement? _____

4. Please list all of your product/s or service/s? _____

5. What is the Organization's current market standing? Industry leader or start up? _____
6. Do you have a niche in a certain market? _____

Look & Feel

1. Is there an existing logo? (If so, can it be provided to us) _____
2. Are there existing corporate communications materials that we may review or retain? _____
3. Are there color preferences? Are there company colors or color palette? _____
4. Do you have a particular style preference? (e.g. corporate, fun, cutting edge, trendy)

5. What three websites do you like? What do like about each?
 1. _____

 2. _____

 3. _____

6. Please list some of your closest competitor's web sites:
 1. _____
 2. _____
 3. _____

Search Engine Optimization (SEO) & Keywords:

1. Using a search engine, what "keywords" can a prospective customer use to find your website (e.g. auto insurance)?
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____
 6. _____
 7. _____
 8. _____
 9. _____
 10. _____