



GEOFFREY MULTIMEDIA

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WEB SITE QUESTIONNAIRE

Prepared by : _____
Company : _____
Email : _____
Existing Site : _____
Date : _____

1. Why do you want a new web site or have your existing site re-designed?

2. Describe your organization in a few sentences :

Email me - Edwin Lynch (Mgr. Geoffrey Multimedia) at edwin@geoffrey.com.au to discuss your web site vision. I'm happy to meet and talk further about your idea if you bring this and shout me a coffee at your local café.



3. What goals do you have for this web project? (i.e. increase sales, build a solid brand, social marketing etc.)

4. Who will be the primary target audience for this web site? (i.e. existing clients, potential customers, employees) :

5. Do you have a Core Value Proposition or a brief statement that sums up your competitive advantage?



6. What is your budget for this project?

7. What roles and individuals will be involved in this project? (i.e. primary contact, content producer, maintenance going forward) :

8. Examples of other web sites within or outside of your industry that are appealing to you, and why.

9. List your favourite, and least favourite features of a web site?



10. Do you have any materials such as text content, graphics, logos, etc. already prepared and ready for this project? (i.e. an example might be the text content of your home page or a few digital images of your work)

11. Have any other web designers or contractors already worked on your web site? If so, how do you feel about the work that they accomplished?

12. Please list your top few competitors and their web site URL's

13. Are you interested in or requiring web site maintenance after the initial project is complete?

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14. Have you thought about how you might incorporate social networks in the realization of your site? (i.e. Facebook, LinkedIn, Twitter etc.) .

15. Is there anything else you'd like to add?

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