

Website Needs Assessment

Your Name: _____
Your Title: _____
Company Name: _____
Address: _____
E-Mail Id: _____
Website: _____
Phone #: _____ Fax #: _____

By telling us what you would like to project on your web site you will allow us to design and develop a site that suits your business goals.

But First, Tell us about your business

What type of business is it?

Do you currently have a website domain name? If not what is your desired web site domain name?

1st Choice: _____ 2nd Choice: _____

3rd Choice: _____

Which of the following figures best describes your budget for the web site design and development?

a) \$2000-\$5000 b) \$5000-\$10,000 c) Over \$10,000

Tell us about your website goals

What is your main objective for your site?

What actions do you want your visitor to take as a result of visiting your site? (e.g. request more information, submit their resume for a job, send a request for customer support, etc.)



Describe your audience(s).

What is your desired deadline for having your site available publicly?

How large do you envision your site?

- We want the site to be simple and streamlined.
- A few well designed pages will serve us.
- We have considerable information to include initially, but will not be adding new content in the future.
- We want the site to appear extensive, and will be adding content and expanding sections on a regular basis.

Most websites can be described by the following functions. Please rate the importance of each function to your company's website.

	Least Important	Somewhat important	Most Important
Marketing (i.e. online brochure) for my company			
e-Commerce			
Customer service and support			
Recruiting			
Intranet, Business to Employee services (e.g. time and expense reporting, benefits management, project status reporting, research library, etc.)			
Other(specify)			

Tell us about your website preferences

List the addresses (URLs) of some sites you have found that offer the type of information you want to create on your site (Think content and features).

List the addresses (URLs) of some sites you have found that have a visual look and feel you like. (Think graphic style).

What is the approximate number of print material pages you will have for content?



How often will you want to update your content?

- Once a month
- Twice a month
- Once a quarter
- Every six months
- Once a year
- Never
- Other (specify)

How many images do you plan to have on your web site?

What special functions do you want your site to include?

- Audio or video
- Database-driven dynamic content
- Shopping cart functionality
- Credit card processing / online merchant account.
- Password secured access to website
- Downloadable documents
- Other _____
- Not sure, would like to discuss further

Tell us about specialized services you will need (Photography, copy writing, video production, sound production, etc...)

Tell us about your web hosting needs

Select the best option which describes your hosting needs?

- We will be hosting the site on our own server.
- We have contracted hosting services for the project.
- We have hosting contracted, but we need to expand the services provided.
- We will need to contract with an appropriate hosting service.

Who is your primary contact person for your company's website?

Our primary contact is: Name: _____
 Title: _____
 Phone: _____
 Email: _____
 Fax: _____

What is the best time to contact you?