

JCharles Consulting Website Planning Questionnaire

Site Overview

1. What is the Purpose and Goal of your website?
2. What is your Target Audience?
3. What are three websites you like?
4. What do you like about them?
5. What are some websites you dislike?

Content (Text)

1. What topics do you want to cover?
2. How much information will you present about each topic?
3. What will attract your target audience to your website?
4. Will people to return to your site many times?
5. How frequently will you want the site updated?
6. How many pages will your site have? What are they?
7. Will viewers be able to contact you directly from the site?

Images

1. Do you have a logo or color scheme for your company?
2. Do you have electronic versions of the logo / scheme?
3. What photos would you like to have on the site?
4. Do you have the digital photos? Would you like us to take them?

Multimedia

1. Do you intend to have multimedia elements on your site?
 - a. Video
 - b. Audio
 - c. Flash
 - d. Other:
2. Where will they come from?
3. What will need to be created/edited?