



New Client Questionnaire

The following checklist and the associated answers will facilitate the analysis process for designing and building the website that allows your company to turn the corner. It will also allow 61 North Media to provide a rock-solid quote for your website.

GENERAL

1. Where did you hear about us?
2. Do you have a domain name? If not, do you have ideas for one? If so, what is it?
3. What is your company name? Do you want to use the entire name on the site, logo, and graphics?
4. Do you have special features in mind like ECommerce shopping cart, BLOG, RSS, Forms with emails, EZine, Newsletter signup, autoresponders, advertising landing/call-to-action pages, etc.?

MARKETING

5. Who is your intended audience? Are they regional, industry specific, company size specific, etc.?
6. Do you intend to provide a call to action - make a sale, call in to your office, fill out a form, etc?

7. Describe your ideal client and the specific attributes that we'll be targeting in the website.

8. What are your website expectations, main emphasis and primary goals - increased sales, increased leads, etc.? Please prioritize.

9. What separates your company from your competition and what do you expect will draw clients to the website?

10. How do you plan to market the website?

11. What company properties do you want to emphasize on the website? Please prioritize.

IDENTITY

12. Do you already have a logo and other graphics to be used? If not, do you want to have one created?

13. Have you identified a tagline? That would be something like "Just do it", "Reach out and touch someone", etc. Here is some information on the subject <http://advertising.about.com/od/copywriting/a/guesttagline.htm>.

14. What keywords do you want to be found by in the search engines?

LAYOUT

15. Please provide a list of websites that you like and don't like. Why do you or do you not like these sites?

