



B2B Web Consultants

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The purpose of this questionnaire is to assist customers to think through a variety of aspects of their new web site. It is part of the commissioning process and does not commit you, at this early stage of the design process.

Domain name:

Is this a completely new site or a rebuild of an existing site? NEW | EXISTING

**What will the web site be used for? Tick all that apply**

1. Advertising and marketing
2. Providing support to existing customers
3. Providing information to anybody
4. Selling products on-line
5. Gathering information from visitors
6. Building a community
7. Education and training
8. Communications – messaging, e-mails
9. Providing downloadable documents
10. Projecting an image of the business

Other:

Describe a typical visitor to the site and say what kind of computers you think they use:

Will this web site be

- (a) open to all comers
- (b) a closed intranet
- (c) have some open and some closed areas

What is the content rating of the site

- (a) Suitable for visitors of all ages
- (b) Suitable for children
- (c) Suitable for children over 16 or young people with parental guidance
- (d) Suitable only for adults aged 18 and over
- (e) Oriented to women with less appeal for men
- (f) Oriented to men with less appeal for women

Is the site intended to cater for a pre-defined audience? If so describe that audience and indicate their geographical locations:

**What size of site do you require?**

If you were to produce the information contained on the web site on paper, how many sides of A4 would it cover:

What words or phrases best describe the content of the web site. We will use these to construct a keywords list and use them in the content of the home

page – make a list of these key phrases below or write them on a separate sheet:

Do you have photos, images or graphic designs that could be used on this site?

Approximately how many  
Photos  
Graphic designs

In the case of photos, are these taken with a digital camera, do you have the original prints or have these been printed in a brochure?

In the case of graphic designs are these to be reproduced from printed sources, or do you have the original artwork or do you have computer files of the graphics?

Can you supply a copy of your headed notepaper or compliments slip, so that the style and colour can be followed on the web site?

Does your business have a graphic designer who does regular work for the company?

Does your company have a photographer who does work for you?

Will you be able to write all the text required on the site?

Can you provide this text

By e-mail  
On a floppy disk or CD  
Only on paper

Will you require the services of an advertising or PR copywriter?

Will the site be linked to other web sites?

Do you know which other web sites?

Do you want us to find out for you which sites to link it to?

### ***Hosting the site***

Do you have web space on an existing Internet account where you want this web site to go?

Do you want B2B Web to provide web space for this site?

Do you have a domain name for this site? If you do please write below:

If you have a domain name would you wish to transfer it to our server so we can host the site for you?

Would you wish B2B Web to provide a domain name for the site?

### ***Interactive elements***

Will the site include any of the following

- (a) a form for visitors to fill in and send feedback or comments
- (b) a form to allow messages for people with no email account
- (c) a questionnaire involving calculations to be performed with results appearing on the page
- (d) A guest book for people to leave comments
- (e) A button to inaugurate a telephone call to the customer from your business
- (f) Audio feeds
- (g) Video feeds
- (h) Flash animations
- (i) Other

### ***Maintaining the site***

Once the site has been completed, will you

- (a) want to maintain it yourself (i.e. make regular changes to it)
- (b) want us to do some of the modifications but make some modifications yourself
- (c) want us to do all the modifications

What kind of regular modifications do you intend to make and how often?

## **EXISTING WEB SITES**

Would you like B2B Web to make a technical assessment of your existing web site?

How long ago was it that this site was built?

Who built the site?

Do want B2B Web to completely rebuild the site?

Do you want B2B Web to retain most of the style of the site but to update the content?

Has the site been registered with search engines? Do you have a record of which ones?

How important is it to get good rankings in search results?

Have you paid search engines or directories for increased ranking?

How many visits have been made to your site since it was built?

Does your site include any of the following

- Javascripts/applets
- Active Server Pages (asp)
- PHP scripts
- Other type of dynamic scripts
- Connections to a database
- Shockwave, flash or other special visual effects
- Banner advertising
- A guestbook/visitors message centre

How do you promote your site in order to attract visitors to it?

Has the site been promoted via e-mail postings?

## **E-COMMERCE/on-line trading**

### ***On-line stores***

Do you intend to sell products directly through the web site?

Do you currently have a merchant account with a credit card company? Is this a PDQ account?

What types of payment can you accept for sales from the site? (e.g. invoice, cheque, bank transfer, credit card payment, Switch, etc.)

How many products would you want to sell on-line initially?

What would be the maximum number of items to be sold from the site once the system really gets going?

What is the range of prices for these products?

Will each product require a photo to be displayed?

What percent of products will require a photograph?

How will you promote your on-line store?

Do you require customers to register their details prior to placing orders from the site? (e.g. so you can make credit checks)

If all goes well can you estimate the annual value of turnover you anticipate getting from the on-line store?

Which of these options do you feel comfortable with?

(a) a simple web site to test market response

(b) a fully functioning on-line catalogue but with conventional point of sale

(c) a fully functioning on-line store with complete point of sale and card payment facilities

Do you have seasonable sales cycles or is demand fairly constant throughout the year?

Any other comments or questions for our web designers?

Finally, give some examples of web sites you like on

which you would like your site to be modelled: