



Initial Website Project Questionnaire

I'm excited to talk to you about your project, but first I need some feedback from you. Your answers will give the information I'll need to evaluate your project. The more details you can provide, the more accurate your estimate will be.

Don't fret too much over this document; complete what you can, and email it within three days to melissa@ekmedia.com.

Let's get started!

General Website Info:

1. What is your company name and website address?
2. Do you need help setting up your hosting or registering your website address?
3. With what company will you host your website?
4. Where is your website address (domain name) registered?



Brenda Thompson,
Brenda Thompson Communications



Melissa Ek is one of my most valued and trusted colleagues. I count on ekMEDIA for my own company's online presence, and have brought her in as a partner to develop websites for a number of my clients. Without exception, the companies and organizations I work with have been very pleased with Melissa's service, professionalism and results.

Melissa is one of those rare professionals who consistently delivers quality and value, and is always a joy to work with.

Have Questions?
Let me know!

melissa@ekmedia.com
512.751.5431

Website Overview:

5. What are your biggest issues with your current site (check all that apply)?

- | | |
|--|---|
| <input type="checkbox"/> It's outdated in content and/or design | <input type="checkbox"/> It doesn't represent my company well |
| <input type="checkbox"/> I can't manage the content/updates myself | <input type="checkbox"/> It loads too slowly |
| <input type="checkbox"/> It doesn't convert visitors to customers | <input type="checkbox"/> It's hard to navigate |
| <input type="checkbox"/> We're not capturing any visitor information | |

6. What are your main goals for your new site (check all that apply)?

- | | |
|---|--|
| <input type="checkbox"/> Convert visitors into customers | <input type="checkbox"/> Improve the look and functionality |
| <input type="checkbox"/> Gather visitor information via forms | <input type="checkbox"/> Make it easy for customer to contact us |
| <input type="checkbox"/> Simply give info about our company | <input type="checkbox"/> Make the site easier to use |

7. What do you want visitors to do on your site (check all that apply)?

- Contact us
- Give us their contact information so we can contact them
- Sign up for our newsletter
- Be able to gather info about the company and determine if we're a good fit to work together
- Easily find and download forms/documents that they need from us
- Browse our portfolio or service offerings



Michelle Kapuscinski,
Fiesta Village Family Fun Park



You are amazing....and everyone should know!

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Website Structure:

8. A large portion of your project estimate is based on the size and functionality of your site. Please list ALL pages and sub-pages that you want included in your new website so I can create an accurate sitemap for your project:

Website Pages:

- | | | |
|--------------------|----|----|
| a. Home Page | e. | i. |
| b. About Us Page | f. | j. |
| c. Contact Us Page | g. | k. |
| d. | h. | l. |

9. Will your site have a photo gallery or other image-heavy section of the site (ie - a project section with dozens of products each with a corresponding photo). If so, please estimate how many images or products will be included:

10. What specific functionality will your site have? If you have "Wish List" items such as a secure login area, animation, infographics, email forms, e-commerce, etc, please list those items here:



Kate Seale, Blackbaud



I have had the pleasure of working with Melissa for nearly two years as a freelance web and email designer. She is so well-versed in what works visually in the online space, that it is easy to convey a concept and have her produce a design that is spot-on!

In addition to the extremely high-quality of work, Melissa is so easy to work with as far as coordinating dates for deliverables and efficiently turning around revisions.

I highly recommend Melissa for your design needs and I personally look forward to working with her on future projects together.

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Design Aspects:

In order to create a site that matches your company's personality and user base, please provide some details about the look and feel you'd like me to create.

11. What colors do you think best represent your business?

12. Will you provide all imagery for the site, or will you need my help curating images to use?

13. List a few websites you find compelling and what specifically you like about the site (ie - colors, layout, navigation, functionality). Feel free to also list websites you do NOT like and why. Please include website address:

- a.
- b.
- c.

14. What sets you apart from your competition?

15. Describe the most typical user or your products or services (age, gender, education, etc)

Gender: Male Female

Age: Under 20 20-30 30-50 50 or older

Education: High School 2 or 4 Year Degree Masters or PHD

Other factors: _____

16. List three adjectives to describe how users should perceive your company.

- a.
- b.
- c.



Sarah Elliott, CPA, ACC
Ellivate Alliance, Ellivate Coaching

★★★★★

Upon a strong recommendation from a friend, I hired Melissa to help me with a new website. I could not have been happier I did! In fact, I was so happy, I hired her to create another website for me and enjoy referring her to friends and colleagues.

Melissa's work is outstanding. She has a keen eye for detail. Not only is she extremely responsive, but she's friendly and easy to work with, too. Melissa delivered high quality results on both occasions that exceeded my expectations...and she even did so ahead of schedule!

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Timeline & Budget:

17. By what date would you like to have your new website launched?

Please provide an actual date or span of time instead of "as soon as possible" so I can accurately create a project timeline.

18. Is the site launch based upon an event (ie - Grand Opening, meeting/conference, product launch)?

19. What is your budget range for this project?

(Please don't try to guess how much you THINK it will cost, instead tell me what your budget is so I can make recommendations for the project that stays within your budget.)

Your budget range: _____

Content:

Since you are most familiar with your business and services, you will be responsible for providing all content for the website. At the start of your project, I will send to you a content document to help gather all the necessary content. In the meantime, please answer these questions:

20. Is all of the content for your site written, approved, and ready for inclusion in the site?

Yes No

If no, what percentage complete is the content, or when do you estimate it will be ready?

21. Do you need a recommendation for a writer to help you create your content?

Yes No

22. Will you need me to create infographics or other design elements for inclusion on the site?

If yes, please describe the elements you need created so I can include them in your estimate.



Courtney Emken, Owner
DogBoy's Dog Ranch

★★★★★

Melissa has been our web designer for close to 15 years and I am always impressed by her turn around time, her sense of design, and her great ideas. Our website has been designed and redesigned by her company and over the years she continues to keep up with the latest trends and new technology. Over the 20 years we've been in business, ekMEDIA has been an integral part in our growth and overall success. They have not only done our website, but also ad design, logo design for other entities and helped connect us to web hosting and other vendors as well. Melissa is a true professional and we highly recommend her. She is an absolute JOY to work with!

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Miscellaneous Items:

23. What is motivating you or enabling you to create a new website for your company?

24. How do most new clients find you? (Printed marketing, TV/Radio, Google search, social media)

25. What questions do customers frequently ask about your business? What concerns do they mention when considering working with you?

26. How will updates to the site be made after it is launched? Will ekMEDIA handle the maintenance or will that be managed in house?

Please list the primary contact for this project:

Name:

Phone:

Email:

You're finished! Be sure to email this document to melissa@ekmedia.com so I can create your project estimate.



Robin Leonard, Breast Cancer Resource Center, Austin, Texas



ekMEDIA has done so much to professionalize our communications. Melissa has used her superb design skills to create program materials, event collateral, annual reports, and social media/email graphics. She quickly responds to all our requests and her turn-around time is even more impressive – small tasks within hours, larger tasks within days. Melissa is a consummate professional, and it is always a pleasure to work with her. From our perspective, it seems as if “yes” is her favorite word.

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