

# DILLARD MARKETING & CONSULTING

## Website Questionnaire

NAME \_\_\_\_\_

EMAIL \_\_\_\_\_

PHONE \_\_\_\_\_

COMPANY / ORGANIZATION \_\_\_\_\_

YOUR TITLE / POSITION \_\_\_\_\_

CURRENT WEBSITE URL \_\_\_\_\_

### WHAT ARE YOUR PRIMARY GOALS FOR THIS WEBSITE?

*Ex – (“inform people of our services” • “attract potential customers” • “get people to call us” • “get people to sign up” • “get people to donate to our cause”)*

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### WHAT CALL-TO-ACTIONS SHOULD BE ON THE SITE?

*Ex – (call, purchase, sign up, donate)*

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### WHAT TYPE OF FUNCTIONALITY WOULD YOU LIKE TO SEE?

*Ex – (blog, events, picture galleries, etc)*

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### HOW MANY PAGES DO YOUR FORESEE IN THE INITIAL DEVELOPMENT?

*Ex – (4-5, home, about us, contact us, our services)*

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**DO YOU CURRENTLY HAVE A DOMAIN NAME AND A HOSTING PLAN IN PLACE?**

Yes            Notes: \_\_\_\_\_  
 No                \_\_\_\_\_

**WILL YOU OR ONE OF YOUR STAFF WANT TO EDIT PAGES OR MANAGE THE SITE?**

Yes            Notes: \_\_\_\_\_  
 No                \_\_\_\_\_

**IF YOU'D LIKE TO EDIT, UPDATE OR MANAGE THE SITE, WHAT'S YOUR TECHNICAL SKILL LEVEL?**

*I don't know too much about computers and would need a lot of direction.*  
 *I'm capable but would need some clear direction.*  
 *I'm advanced and can learn very quickly.*

**PLEASE PROVIDE ANY OTHER FEEDBACK OR COMMENTS THAT'LL HELP US IN CREATING A PROPOSAL!**

*Ex: Time allocation or deadlines for completion. Special requests like intake forms, integrations, etc.*

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