**Website Brief Questionnaire**

This questionnaire is designed to help you! It lists a series of questions that will help us respond to your website needs, define the project goals and estimate the costs.

Please answer the questions to the best of your ability, by keying in to the right of each question. Leave blank anything that does not apply. When you have completed the questionnaire, email it back to us so we can discuss your project in further detail. Email the completed questionnaire back to [info@markygenterprises.com.au](mailto:info@markygenterprises.com.au)

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| --- | --- |
| **Document Date:** |  |
| **Project Name:** |  |
| **First Concept Required:** |  |
| **Company:** |  |
| **Primary Contact:** | **Name:**  **Position:**  **Address:**  **Tel/Mobile:**  **Email:** |
| **Secondary Contact:**  **(if required)** | **Name:**  **Position:**  **Address:**  **Tel/Mobile:**  **Email:** |
| **Website Stakeholders:**  List the person/s who will be responsible for each task. | **Billing:**  **Project Manager:**  **Design / Content:**  **Hosting / Domain Management:**  **On Going Maintenance:** |

**Marketing Position & Direction**

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| **Project Budget**  Please outline what your project expectations are, if any. | |  |
| **Company Background**  Insert any relevant background information of company. Describe what your company does. How long have you been in business, how many employees? Etc. | |  |
| **Product / Service Information**  Insert any relevant product/service information here – why it’s different from anything else on the market. What is unique or exclusive about your products? Why do people choose your products above your competitions? | |  |
| **Target Market / Desired Target Market Demographics**  Please describe the target audience here (main market sectors). | |  |
| **Broader Audience**  Please describe all other market areas that would be worth approaching to promote your products or services. | |  |
| **Single Proposition/Key Message**  Please insert the key message/proposition for the communication here (short as possible please). | |  |
| **Call to Action**  Please explain what it is you would like your potential customers to do once they have seen your marketing material or website. | |  |
| **Customer Views**  Please explain the views of your customers for example, Reliable, Friendly, Traditional, Fast turnaround, Responsive, Experienced, Quality or Quantity etc. |  | |
| **Competition**  Please list your immediate and broader competition including company names, website addresses or reference material that you think might be relevant.  What are they doing?  What can you do better? |  | |
| **Trademark**  Are there any trademark areas we should be aware of:  • Competitors logos steer clear of?  • Names & graphic elements to  avoid?  • Do you require the new logo or  brand to be trademarked? |  | |
| **Current Marketing Material**  Please list the current marketing material and campaigns that you are actively pursuing at the moment that we will need to make allowances for.  Are examples provided? |  | |
| **Time Frames**  Please list the key milestones and the preferred completion dates. |  | |
| **Other Requirements**  (Please specify) |  | |

**Design**

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| **Any logos or websites you like?**  Provide examples if possible? |  |
| **Any particular dislikes?** |  |
| **What Image/Style would you prefer?**  Fresh, Fun & Functional, Modern, Elegant, Artistic, Professional, Conservative, Sophisticated, Funky, Juvenile, Kids / Baby, Traditional, Natural/Earthy, Corporate. |  |
| **Any other words to describe your preferred look?** |  |
| **Any preferences for colour?**  If exact colours are required please provide HEX, PMS or CMYK values? |  |
| **Any preferences for fonts**  Please name any fonts you would prefer to use for the site? |  |
| **Do you have a company logo?** |  |
| **Corporate Style Guide**  Is there an official corporate style guide the designer needs to follow? |  |
| **Will you be supplying all the images for your website?**  If not, please explain what you will require from us? |  |
| **Will you be supplying all the copy for your website?**  If not, please explain what you will require from us? |  |

**Website Functionality**

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| **Website Type**  Is it a brochure website, shopping cart, information, membership, portfolio, corporate, community, database listing etc? |  |
| **What functionality would you like on your website?**  Such as; Online Forms, Email Marketing, Blog, Members Area, Event Bookings, eCommerce, Banner Ads, Photo Gallery, News Listing, FAQ’s, Forums, Document Downloads, Store Finder, 360º Product Rotator, Social Media RSS Links etc. |  |
| **Online Forms**  Will you require any online forms?  Enquiry, quote, subscribe, membership etc. |  |
| **eMarketing Newsletters**  Do you require and Email Marketing? Give us an idea of the frequency? |  |
| **Navigation**  List your Main Menu and Sub Menu items in a bulleted list down the page.  **Example:**  Home  About us  Services  • Commercial  • Residential  Testimonials  Contact us |  |

**Email Service**

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| **Preferred Email Provider**  Do you have a preferred email service provider (G-Suite, Office 365 etc)? |  |
| **Existing Email Provider**  Please list the details of your current email service provider. | **Email Service Provider:**  **Email Server Name:**  **IP Address:** |

**Existing Domain Name Details**

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| **Domain Name**  What is/are the domain name/s you are going to use for this site? |  |
| **Domain Registry**  Please supply us with the name of the Domain Registry and their website address. |  |
| **Domain Login**  Please supply us with your current Domain Login details**.** |  |

**New Domain Name Details** (if required)

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| **This section is only for those without an existing website or domain name.**  What domain name/s would you like? List your top 4 preferences in order. |  |

**Online Marketing Requirements** (if required)

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| **Pay Per Click**  **Would you like us to implement Pay Per Click & Google Adwords campaigns? Do you have a monthly budget in mind?** |  |
| **Key Search Terms**  **What words or phrases would people use to find you in Google or Yahoo?** |  |
| **Website Optimisation?**  Is your site currently optimised for organic search rankings? If not please explain what you’ll require. |  |
| **Social Media Marketing**  Do you require Social Media Marketing (Facebook, Twitter etc.)?  If so which channels and expected monthly budget? |  |
| **Proposals and Reporting?**  Would you like us to develop a strategic online marketing plan or monthly marketing reports. |  |
| **Existing Database?**  Do you have an existing database (from ACT, Outlook or other) that you would like to import into the system? |  |
| **Would you like these people added to an email marketing list or member only area?**  If yes, you will need to provide an import file in .CSV format. |  |

**eCommerce Requirements** (if required)

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| **Products & Categories**  How many products and categories do you plan on having on your website? |  |
| **Product Import**  Please explain if you need us to bulk upload your products for you or if you will manually upload them yourself. |  |
| **Payment Gateways**  What methods of payment are you proposing to use? (PayPal, Credit Cards etc.) |  |
| **API Integration**  Do you need any 3rd party integrations with your site? (accounting, CRM, stock control, shipping, warehouse, POS etc.) |  |
| **Marketing Automation**  Do you need any CRM & email automations triggered on customer actions? |  |
| **Shopping Channel Feeds**  Are you using any Shopping Channels (eg. Google Merchant Centre & Facebook eBay etc.) |  |
| **Shipping Options**  Please explain what sort of shipping methods you plan on using? |  |
| **International Currencies**  Are you using multiple currencies? |  |
| **Wholesale Facility**  Do you require separate access and pricing for wholesale customers? |  |
| **Other Requirements**  (Please specify) |  |