

Papertree Design

Project Questionnaire - Web

What is the name of your company and intended website?

Purpose/Background

Please describe your company/product in a few sentences.

What is the purpose of the site and what goals do you hope to ultimately achieve?

What sets your product or company apart from the competitors in your niche?
(Please feel free to include 1 or 2 competitors and why)

How would you describe your ideal customer or end user. (Who is this site for?)

PAPERTREE/*design*

Jeremy

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Design

List 2 to 3 sites that appeal to you in both form and function. Why?

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What features do you see in other sites that you feel are especially important to include in your site and why?

What features are do you feel will not work well with your audience?

Do you have a logo? (Please Attach)

Do you have a color scheme? (Company colors)

Project Details

What is the desired budget for this project? (We require that you circle one or Indicate range)

\$1000 - \$3000

\$3000 - \$10000

\$10000 - Up

What is your projected time-line for completion of the project (Desired Completion Date)? Please provide specific reasons for these desired dates.

How many people will be involved in the decision making process for the site?

Do you have a brief sitemap created? i.e. Pages, sections categories etc. A simple list will work perfectly.

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What are your ideas for special/technical features and functionality of the site?

If you currently have a website, explain the reason for updating the site. Also what do you feel works in your current website and what does not work to achieve your business goals?

Do you require any services beyond design and development i.e. Logo Design, Copy, Stock Photography?

Do you have a domain name and web hosting in place? Where?

Will you require an extended contract for technical support or will this be handled in house?

Marketing

List 5 Topics/Keywords that you believe people will use to find you in search.

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Beyond SEO and content do you plan to explore other marketing channels to bring visitors to the site. Such as advertising, newsletter etc.

If the site is to be built for profit, how do you plan to monetize it? (Products, advertising etc)

Measurement of Success

What is your measurement for success of the project? Increase sales, statistics, increase in visitors by percentage etc.

Additional Details - Please feel free to include any additional details which you feel are important to our initial discovery as this will help to custom tailor a project quote for you. Please feel free to attach additional documents.

That should get us off on the right foot! Please upload this form with your contact info using our drop dead simple form or email it to us at hello@papertreedesign.com and we will get back to you as soon as possible.