

In order to provide an accurate quotation that meets all of your web site design requirements we ask that you please complete the following questionnaire. Please take your time and answer in as much detail as you can -- the more details you can give us, the better we will be able to meet your needs and the more accurate your quote will be. We will contact you shortly to further discuss the questionnaire.

Name:

Title:

Company Name:

Address Line 1:

Address Line 2:

City:

Province/State:

Postal Code/Zip:

Daytime Phone:

Evening Phone:

Email Address:

1. Please select all web page elements that you will want to include on your web site.

- | | |
|--|--|
| <input type="checkbox"/> Welcome/Main page | <input type="checkbox"/> About Me/Bio/Profile |
| <input type="checkbox"/> Members-only or other password protection | <input type="checkbox"/> Links to other resources |
| <input type="checkbox"/> Encryption for security | <input type="checkbox"/> Contact me/us |
| <input type="checkbox"/> Newsletters with Archives QTY? <input type="text"/> | <input type="checkbox"/> Bio's/Profiles QTY? <input type="text"/> |
| <input type="checkbox"/> Locations of/directions to our offices | <input type="checkbox"/> Mission Statement |
| <input type="checkbox"/> Articles QTY? <input type="text"/> | <input type="checkbox"/> Benefits |
| <input type="checkbox"/> Job/Career Opportunities | <input type="checkbox"/> Services. QTY? <input type="text"/> |
| <input type="checkbox"/> Products QTY? <input type="text"/> | <input type="checkbox"/> Site Map |
| <input type="checkbox"/> Awards and recognition | <input type="checkbox"/> Workshops, classes, seminars |
| <input type="checkbox"/> FAQ Frequently Asked Questions | <input type="checkbox"/> On-line workshop registration |
| <input type="checkbox"/> Policies & procedures | <input type="checkbox"/> On-line catalog and secure ordering |
| <input type="checkbox"/> Speaking engagements | <input type="checkbox"/> Calendar or schedule of events |
| <input type="checkbox"/> Client lists & testimonials | <input type="checkbox"/> Bulletin Board |
| <input type="checkbox"/> Real Audio/Video QTY? <input type="text"/> | <input type="checkbox"/> Photos/logo scanned QTY? <input type="text"/> |
| <input type="checkbox"/> PR/News releases QTY? <input type="text"/> | <input type="checkbox"/> Database |
| <input type="checkbox"/> Buttons that change when clicked | <input type="checkbox"/> Animation |
| <input type="checkbox"/> Submit my site to search engines | <input type="checkbox"/> Auto responders QTY? <input type="text"/> |

Other:

Other:

Other:

Other:

Other:

Other:

2. Do you currently have a corporate logo and/or corporate image that you want to incorporate into the web site?

Yes No

If you do have a logo, is it available to us in digital format (.JPG, .GIF., .TIF, .PSD, .EPS)?

Yes, available in digital No, must be scanned

If you do not have a logo, would you like us to create one for you?

Yes No

3. Do you have photos you want included?

Yes No

If so, are they available in digital format (.JPG, .GIF, .TIF, .PSD, .EPS)?

Yes, available in digital No, must be scanned Combination

Approximately how many photos?

Do you have a Brochure? Yes No

4. What colors do you prefer? Do you lean toward warm colors (red, pink, orange, yellow, brown) or cool colors (blue, green, purple, black)? Do you prefer a softer, pastel look, or bright, vibrant colors? Earth tones? Neutrals (grays, taupe, white, beige)? Please describe, in as many words as you like, your preferences and ideas for your color scheme.

5. Describe, in as many words as you like, the nature of your business.

6. Describe, in as many words as you like, what you intend this web site to do for your business. Do you want to use it to attract clients? Sell products and services via an on-line store? Provide useful free information? Be a resource for others? Become well-known in a particular industry? Promote a business idea, charity, public service, association? Knowing what you expect from your web site will help me create a functional design for you, so take some time to clarify your expectations.

7. Describe, in as many words as you like, your target audience. Who are they? Are they current clients or new clients? What might they be looking for on your web site? What types of clients do you want to attract? It's important to be clear on who your audience is, so we can design the most workable solution.

8. Do you favor a conservative, very corporate image? Masculine or feminine image? Fun and playful? Bright and colorful? Soft and restful? Please give us a description of the image you want to project.

9. Do you want animation effects on your web site, such as: buttons that look like they've been "clicked", quote of the day, scrolling marquee, etc.? Describe the animation effects you'd like to have.

10. Do you require special e-commerce functions such as: a client registration or other database; secure product order forms; on-line catalogue of products; or other? Please describe.

11. Do you currently have a domain name for your web site (such as www.mywebsite.com)?
If so, list the domain here.

If you do not have a domain name, please list your top 3 choices for domain names here, so we can check the availability.

1.

2.

3.

12. Do you currently have a web hosting provider?

Yes No

If so, please provide the following contact information for your provider:

Provider Company Name

Contact Person

Phone

E-mail

Would you like me to arrange Web Hosting? Yes No

13. Can you give me the web addresses for other web sites you particularly like, and tell us why you like them? This will help me to get an idea of your tastes and what you might be looking for.

Site #1:

Site #2:

Site #3:

Site #4:

Why I like it:

Why I like it:

Why I like it:

Why I like it:

14. What is your time frame for completing this project? Please give us an approximate target date.

15. Do you currently have the content/text of the web site written and readily available in electronic format, or do you need to write the content or have someone else do so? (If the content is not ready to go today, this will impact the delivery date and possibly the price. You may want to complete most or all of the content BEFORE asking for a quote.) Please select one response below to describe your readiness with your site content.

- The content is 90% ready and available in 90% electronic format.
- The content is 90% ready, but in paper format only.
- The content is 90% ready, and is in some combination of electronic or printed format.
- The content is 50% or more complete.
- The content is barely started or does not exist at all.

16. Will portions of your web site require frequent updating on a weekly or monthly basis? Features such as calendars/schedules, daily quotes, etc., require that arrangements be made to perform regular site maintenance. Please indicate your expectations of web site maintenance by selection one of the options below.

- I will require weekly or monthly updates to my site and will want Russell Klein Partners to handle the updates.
- I will require weekly or monthly updates to my site and will handle the updates myself or have someone other than Russell Klein Partners do them.
- I will probably only require updates a few times a year and will contact Russell Klein Partners if I want assistance with the updates.

17. Additional information. If you have additional information to share with us regarding your ideas for your web site, please provide this information below.

Thank you for taking the time to complete this questionnaire. We will contact you as soon as possible regarding your new web site.