



Website project survey

Please fill in as many fields as you can. If you'd rather talk to us directly about your project, please call Stephen Turvey on +44(0)7811 637936

[Yep design use only] Date: _____ Reference: _____

Organisation: _____ Project: _____

1. Your current website

If you do not have a current website, please move on to section 2

1. What is the URL (web address) of your current website?

2. Where did you register this web address?

3. What do you feel about your current website?

4. What works well on your current website?



5. What doesn't work on your current website?

6. What would you change today about your current site if you could?

7. What technologies were used in the development of your current website? Ask your current web developer.

8. Who is your current web host and are you satisfied with them? Ask your current web developer.

9. Does your current website use a content management system? If so, which one?

10. Who currently updates and maintains your website?



11. How important to you is it to maintain the look and feel of your current website when developing the new site?

2. Your new website

12. What is the desired URL (web address) of your new website?

13. What are the main reasons for redesigning the website (if applicable)?

14. What are the primary online business objectives the site needs to meet?

15. What is the main business problem you hope to solve with the website?



16. How much of the existing website are you hoping to transfer to the new one (if applicable)?

17. Who will update your website and what level of technical skill does this person have?

18. To what extent would you or your team like to be left to update the website yourselves?

3. Competitor websites

19. Please list the web addresses of as many competitor websites as possible

20. What do you think is successful about your competitor websites?



21. What do you think doesn't work about competitor websites?

22. How does your organisation differentiate itself from your competitors?

23. What are the key reasons your audience chooses you over a competitor?

4. Target audience

24. Who is the target audience? Describe a typical user in as much detail as possible.

25. How familiar is your audience with with your organisation?



26. What do you want the audience to do when they visit the website?

5. Constraints

27. Do you have a particular 'brand (logo, colour, type, layout, imagery, tone)' style?
Please provide full guidelines

28. Are there any legal requirements specific to your organisation that might not be immediately obvious?

6. Budget

29. What is the available budget for the website, how was this figure determined and do you have any contingency?



7. Time-scale

30. When does the site need to go live and why is this date important?

31. Are there any outside considerations that might affect the schedule (PR launch, trade show, annual report etc.)

8. Scope

32. What is most important factor on this project: time, budget or quality?

33. What is the second most important factor on this project: time, budget or quality?

9. Marketing

34. How do people find out about your current website? What methods of distributing the URL already exist within the organisation?



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Brackley, Northants, NN13 7TA

35. Do you have an existing or planned marketing strategy in order to promote the new website? If so, please give details.

36. How often will you update the site? Who is responsible for updating and providing content?

10. Additional information

37. Please detail any other relevant information not already covered.

Please print off this survey and send it to: Yep design, Moonraker, 17 Herriefts Farm Rd, Brackley, Northants, NN13 7TA.