

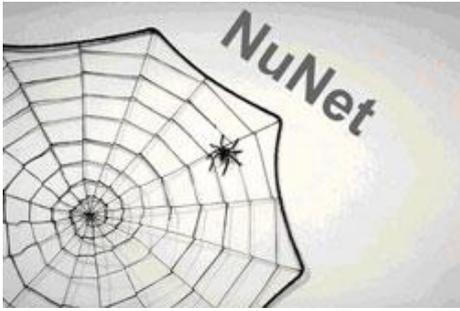
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## Web Design Questionnaire

When building a new website for our customers it is essential that we get all the basic facts and some ideas from our customers before we start the design and build process. Please complete as many questions as you can, don't worry if you get stuck, we don't expect you to know everything, contact us or give us a call on 01993 201327 and we can help with any questions you might have.

1. What is your business name?- your company name is important for Search Engine Optimisation, it might contain keywords or search terms associated with your business.
2. What is your current email address?
3. Do you have a domain name registered already? - Have you already registered a domain name, if you haven't then don't worry we can give you some available domain name ideas relating to your business.
4. What is your business about, what services do you provide? - Please briefly tell us about your business and services and unique selling points.
5. What age group or groups is your business aimed at?
6. How and where do you currently advertise? - Examples of your current advertising would be good - it could be advertising on your van, Facebook or Google+, local media and suchlike.
7. Do you have a logo and/or established image and branding guidelines e.g. fonts, colour schemes etc?  
A consistent image is important for a business. If you already have a logo and style then these will help to form the design of your website. If you do not then they will need to be designed as part of the web design process. NuNet offer a comprehensive Logo and Printed Media design service to create the perfect consistent image for your business.
8. Please list your top (up to 5) competitors (and their websites if applicable)  
With knowledge of your competitors and their websites we can identify niches in the market for your website and try and gain the advantage
9. Are you planning to maintain and update your own website (CMS)? For this you will need some computer and website knowledge. We will need this information before we begin as it will decide how and where we build your website. NuNet can provide CMS

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training or if you are a total beginner then we can provide you with our standard maintenance package.

10. What is the main aim for your website? - A website can be used to sell services, similar to a brochure, it can be your shop window on the web, and it can be like a business card. We need to know what the aim of your website will be in order to build it to achieve its goals.

11. What is your budget for your new website? - Budget is a sensitive area, having an idea of a budget will help us to guide you to the most cost effective way of getting that all important online presence.

12. What is your deadline for getting the new website live? - This will help us to prioritise our workload.

13. Can you give us an idea of 5 websites you like and why you like them? They don't have to be your competitors businesses, just websites that you like the look and feel of. Tell us what you like about each one for example I like this website <http://www.example.co.uk> I like the colours or the way the navigation works.

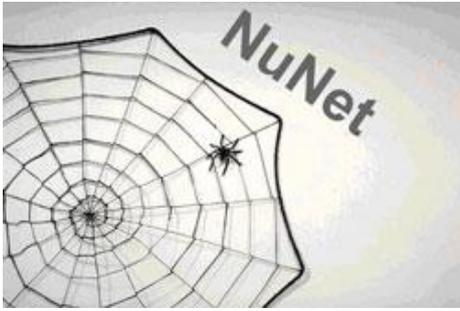
14. Do you have pictures already that can be used on your website? - Have you taken a set high quality images? These must be high quality originals, Royalty Free or free from copy write. NuNet can and do go out to customers and do the odd photo shoot for a basic set of website pictures and this can be added to your package if needed.

15. If you were looking for your business in a search engine (e.g. Google) what phrases or words would you use?  
Identifying the right search terms is important we use this for Search Engine Optimisation and it helps for search engine ranking to enable you reach your audience. Make a list, in order of the most important, words and phrases.

16. How many pages will you need and what features or functions do you want them to have? For example all website have a home page, then what next? Services Page - can be listed services or each service have it's own page, Gallery page/s - roughly how many images, what are the categories, how would you like them to be displayed (if you find a gallery that you like please give us the url), Contact page - do you want a map, a contact form?  
Please give examples of what you like where possible.

17. Are you able to provide all the content (text and images etc.) for the different pages of your site? At NuNet we are used to providing some copy (words and images) for your website. We get to know your business and then write the whole thing and find or take

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images to best reflect your business. But we are very pleased if our customers can deliver all the words, headings, pictures and other media such as videos themselves. We then adjust and tweak for basic Search Engine Optimisation during the process of adding it to your site. If you are providing content for your website then please let us know when you can expect it to be with us by for each element or page. If it is available now then please send it to us.

18. Do you want to include any links to social networking sites? Social networking is a good way to drive traffic to your website.

19. Do you want us to setup any social networking pages for you? NuNet offer a complete social network set up for Facebook, Google+, Linked In and Twitter, we can get any one or all of these pages set up for you in advance and link them to one or every page of your website. Let us know how you want to connect and which ones.

20. Is there anything that you don't want on your website? - This makes sure that we only display or design what you want. For example - a client said to us recently use the photos from our Facebook page, we did - then the client asked us to delete over half and re organise them all, clear and precise instructions help us work with and for your website.

21. Do you want your website to be mobile friendly? - This enables your website to be cross browser friendly, the amount of people searching for things and looking at things on their phone is growing daily. If your website does not re size according to fit what you are viewing from then chances are they won't want to fiddle with it and will move on to a site that does.

22. Do you want your website to use any other contact email address other than info@yoursite.co.uk? Please list - do you have any email accounts set up already? Allow up to 3 days for any email transfer and contents of email inbox and sent box transfer service which we can provide as an add on. Be prepared to give us passwords and usernames for each account. If you are worried about confidentiality then we have a standard confidentiality document that we can give to you in advance.

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