



Medlicott Design

Helping You Reach the World From Your Doorstep

www.medlicottdesign.orcon.net.nz

Sports | Agriculture | Real Estate | Accommodation | Entertainment | Homepages | Business |

Affordable Solutions To Meet Your Requirements

Start Up Questions:

Quotes from Medlicott Design include the design, build and search engine optimization of your website, domain name registration and research, photo manipulation, set up of email accounts, and the addition of the website to at least 15 NZ search engines as well as to Google. (Indirectly it will also be added to MSN and Yahoo, although if you wish to pay extra, this can be guaranteed).

To begin with I would like to find out some basic details, which can be used to create a quote, or obtain a ballpark figure for you to work with.

Below you will find a questionnaire, that hopefully will give me an idea of your requirements, and help us be able to 'cut to the chase' and find out what you want to do and whether it can be done.

1...Do you have any pre-conceived ideas of how you would like your website to look?

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2. Do you know how many pages your website will contain?
a. Basic (homepage, contact page, product page, about page)
b. Medium (homepage, contact page, about page and several product or information pages)
c. Secure (has login/logout facilities and a database of members)
d. E-commerce (homepage, contact page, about page and several product or information pages, as well as a shopping cart and secure transactions)

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3. Are there other features that you may require? (Message boards, chatrooms)

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4. If photos are to be used, do you have them available for supply or will they need to be created by the designer?

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5. Do you have a company logo that you wish to use?

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6. If you wish to have an e-commerce type website, do you currently have a merchant account with your bank?

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7. Do you have an ISP (Internet Service Provider) that you would like to host your website, or will this be open to discussion with the designer. (Currently websites that I arrange the hosting for pay \$25 a month for almost unlimited services, and have proved reliable for some years).

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8. Do you have a domain name already or would you like to work with the designer on this? The domain name can have a huge influence on search engine positioning. (These cost about \$40pa)

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9. Do you have a specific time frame that your website needs to be completed by (to meet opening day, advertisements scheduled, other factors)?

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10. Do you currently have an email contact that is checked regularly? This is for ongoing enquiries that won't interfere with other work commitments during the development phase.

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Below are some more questions to try and give me a better insight into what you hope to achieve with your website. Although some questions may seem similar to above please try and answer them from your business perspective. (E.g. "We want a website that sells products to farmers like the 'Rawley's Man' did years ago. Products he trusted, that were delivered to his door, and that he paid for immediately without any qualms")

1. What is the basic overview of the website? Briefly include background information if relevant.

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2. What is the primary purpose of the website?

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3. What are the secondary goals of the website?

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4. What are the long-term goals?

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Perception/Target Audience/Market Strategy

- 1. How is your company currently perceived? Do you want to carry the same kind of message through your website?

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- 2. Use a few adjectives to describe how the user should perceive the website. (Examples include prestigious, friendly, corporate, fun, forward thinking, innovative, and cutting edge.)

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- 3. What is the overall message you are trying to convey to your target audience? (For example, cost-effective, secure, reliable, efficient.)

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- 4. How do you perceive a successful result from your website? (enquiries, membership, sales)

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