

W3 Custom Web Design
El Dorado, AR 71730
870-918-5613

Web Design Questionnaire

Envision your goals:

Before you start working with a web designer, you should have a clear idea of the goals of your Web site. Ask yourself what kind of Web site you want. Having a clear purpose for your site, whether you're starting from scratch or updating an existing one, will ensure more accurate estimates for the cost and duration of your Web design project. The questions below will help us to see some of your goals.

Name:

E-mail:

Name of Company:

Company Tag Line or slogan:

Do you have an existing website? If so, what is the URL?

What is the nature of your business? Briefly describe your products or services: I.e. What is it that your company does. What makes your company unique? Key features of your company.

Please enter key words that best describe the impression that you want to convey to your site visitors: I.e. - Professional, expanding, unique, artistic, corporate, conservative, large, personal. The professionalism of the company. Strong service portfolio. Key skills.

Please describe what themes you would like your website design to be based on: I.e. Strong colors, clean layout, clear navigation, lots of colorful images, animation.

Who is your target market? Who are you hoping to reach with your site?

What colors or color schemes would you like?

Please provide the addresses of competitors' sites, if possible: Is there anything you like/dislike about your competitors' sites?

Please list at least 3 URLs (web addresses) of high quality sites that you like the look of (these do not have to be sites whose business is similar to yours. It aids us in determining what your design style is.) Consider layout, colors, navigation, graphics, font/print.

- 1.
- 2.
- 3.

Will you be sending us images to use on your site or would you like us to use our own images or us to take photos? Please state the type of pictures (e-mail, prints for us to scan, jpg, gif, bmp) you would like us to use.

Are there any other comments/specific ideas we should keep in mind while designing your project?

Estimate:

Please note that Web design pricing is customized and depends heavily on your particular objectives and current situation. Many Web designers advise using the following rough guidelines to develop your estimated budget:

\$75 - \$200 per page*

\$25 - \$100 per image/graphic (budget more for logo design)

Add \$2,000+ for e-commerce/database functionality, increasing significantly with the number of products/SKUs

These estimates will vary depending on the level of content development (copy and graphics) and/or customization required.

* See W3 flyer link on our web page for competitive pricing on a standard web page package.