

RO Web Solutions



The RO Web Solutions Project Survey

To help us achieve your digital marketing aims we need to have a clear understanding of your business objectives. That's why we've put this little survey together.

Skip any questions that you're not sure about or feel don't relate to your business. However, the more information you can give us, the better. Completing this form will assist you in focusing your own thoughts on what your business really needs but more importantly it helps us to deliver an accurate and effective web proposal for your business' needs.

You can type your responses directly into this Word document and email it back to info@RO Web Solutions.co.uk or jot them down separately and send it in the post.

The starting point, simple and uncomplicated

1. What is the name of your organisation?
2. Do you currently have a domain name (web site address) in mind? Is it already registered?
3. If you have an existing domain name, do you know which company hosts it, and if you have administrative control (e.g. user name/password to a control panel)?

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4. Which member of your organisation will we be in contact with during the website build? Will this person have final approval for the project?

Please give the full name/s, phone number and email address of this contact/s

5. Please give a brief outline of your organisation and the products or services it offers.

6. Do you have a launch date in mind for your new site? What are the factors surrounding this deadline?

7. Have you established a budget range for this project? Like any business project, a website needs financial commitment and providing this information will help us target the right feature set and functionality for your budget constraints.

E.g. < £1000, £1000-2000, £2000-£5000, > £5000

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8. Please list any business objectives you have for your new website.
E.g. improve sales, reduce maintenance costs, improve the user experience etc.

9. Do you have an existing logo and/or branding that you wish to retain, or do you want RO Web Solutions to create new logo/branding?

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2. Describe a typical visitor to your web site – what would they generally use your site for?
Please give as much detail as possible in profiling a stereotypical user.

3. If you have an existing site, how do you think your current user base perceives your current website/company?

E.g. corporate, modern, slick, helpful, hard work, etc.

4. In your related field how is your organisation different from your competitors or peers?

5. Are there any related field or similar websites that inspire you? Can you explain why?

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6. Are there any sites that you don't like? Can you explain why not?

Content

1. Can you give a brief outline of the intended content, functionality, and navigation of your new site?

2. Are there any parts of the website that you will need to update yourself?

For example: News, Testimonials, Events

3. Will you have a need for any secured transactions (e-commerce)? Please describe.

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Marketing

1. If you have an existing site, how do users find your website? What methods do you have in place when promoting/distributing your company's URL's online and offline?

2. Do you have a planned marketing strategy to promote the website when it is launched?

Anything Else?

If you have any other thoughts that you think may help, please feel free to jot them down here