

Name

COMPANY

ADDRESS

CITY, STATE, ZIP

WORK PHONE

CELL PHONE

Describe primary user/visitor to web site

Describe other users you would like to be drawn to visit web site

Describe the average (age, professional experience, geographic location, educational level)

On what devices will your members be viewing web site (check all that apply)

Desktop computer

Laptop

Smart Phone

Tablet

How are your members most likely to communicate with you and each other?

U.S. Mail

Phone

E-mail

Other

If other, please specify

What could be better about the content on your site to serve your community?

Do you have a Social Media coordinator and what is the Social Media marketing plan?

Do you blog and do you have a schedule?

What are the top 3 reasons people visit your site?

What is the most common feedback you get about your web site?

Who are your primary competitors?

Please list any words or phrases your constituents use to describe what they do.

Please list any words or phrases that should be avoided in describing what you do or any "pet peeves" we should be aware of.

What is the purpose of this web site?

communicate with members only

recruit members

share information within your community

other

If other, please specify

Please list professional group sites that you like and tell us what you like about them

How many unique visitors come to your site each month?

Are there sections of the site that are no longer needed or used? If yes, please list.

Have you done a complete audit of your site? (review content)

yes

no

List goals for your site, indicate deadlines for each goal

List all actions you would like people to undertake on your web site. Example: Sign up for newsletter or book an appointment

List web sites you like, and indicate what you like

List web sites you don't like

I have a web site that needs conversion.updating

yes

no, I need a new web site

I would like a MOBILE First, Responsive Design

yes

no

I would like these add-ons

photo gallery

members-only section

video

blog

forum

surveys

online forms

shopping cart

I have a merchant account

other

If other, please specify

Where is your current site hosted?

Who is your Domain Name Registrar?

My social media accounts are? List urls

I need these other services to complete my project

Photographer

Copywriter

Marketing consultant

Proofreader

PHP programmer

SEO specialist

Other

If other, please specify

Additional comments