



## Welcome to Hortors ISP

*Thank you for choosing us to build your website. Please see the attached questionnaire and answer as many questions as possible. If you don't have an answer or don't understand why require some of the information, please feel free to contact us. Remember, the more information, images, logos and feedback you give us the better for us so that we can live up to your website expectations. We look forward to building your website with you.*



# Questionnaire

## General Questions

1. What is the name of your company/ business?

\_\_\_\_\_

2. What is your business contact information?

Tel: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Fax: \_\_\_\_\_

Skype: \_\_\_\_\_

Facebook: \_\_\_\_\_

Twitter: \_\_\_\_\_

3. What are the hours of your business operation?

\_\_\_\_\_

4. How long has your company been in business?

\_\_\_\_\_

5. If you don't own a website yet, what domain name you have in mind?

\_\_\_\_\_

6. Do you have a target launch date in mind?

\_\_\_\_\_

7. What is your typical customer like?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Branding

1. *What images would you like to use on the site? Please provide us with the images.*
2. *Do you have a particular colour and font preference?*  

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3. *Do you already have a logo or graphics to be used to represent your business? If not, would you want this created too?*
4. *Do you already have a tagline for your website? ( For example, Nike's tagline 'Just Do It' )*  

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5. *Who are your top competitors?*  

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6. *Which websites are similar to what you have in mind?*  

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7. *What are your brand values?*  

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8. *What is your business mission statement?*  

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9. *Do you want a new look or new identity for your brand?*  

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## Marketing

1. *What kind of company are you?*

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2. *What are the products and/or services you provide?*

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3. *Who is your target audience or market?*

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4. *What is the main goal of your website? To create sales? To get more leads? Please specify.*

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5. *What unique features do your business have that will draw visitors to your website?*

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6. *How do you plan to market your site?*

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7. *What keywords would you like to use on your site so the search engines will find it quickly?*

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8. *Will you require a space for advertising? ( header, sidebar or content )*

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9. *Will your site include a Call-to-Action or a sales page?*

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10. *What are your goals for your website in terms of popularity on the World Wide Web?*

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11. *How would you like to engage with your visitors? ( email, live chat, forum, blog, mailing list, online brochure)*

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## **Content**

1. *What are the main categories you want on your website?*

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2. *Please provide in word format all text/ content for the site eg. About us/ images (jpeg format) with text explanations.*

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3. *Will you require a CMS or content management system?*

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4. *What features do you want your website to have? (calendar, forum, blog, polls, etc.)*

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5. *Do you have any source material for the content? ( photos / electronic file )*

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6. *Do you require advance functions like database or scripting? (shopping carts, contact forms, newsletters, etc. )*

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7. Do you plan to put a blog on your website?

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8. Do you have any text, graphics, logos, music, or videos you want used for your website attach?

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## Layout

1. Would you like for us to create a brand new website or would you prefer for us to upgrade your current website?

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2. Which websites do you like? Please list five.

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

e. \_\_\_\_\_

3. Which websites don't you like? Please list five.

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

e. \_\_\_\_\_

4. Do you want to include multimedia and collateral marketing materials in your website?

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5. Do you allow a credit link on your website to link to his/her home page or email address?

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6. If the site doesn't fit the width of the screen, will you prefer a left or centre alignment?

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7. *Do you have business materials that can be matched to the website's design?  
(business card, etc. )*

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*Thank you for taking the time to fill in this questionnaire, please email it back to us  
([software@hortors.co.za](mailto:software@hortors.co.za))*