

Social Rocketship Website Intake Questionnaire

Business Name:
Business Address:
Phone:
Fax:
Email:
Contact Name:

Phone:
Contact Email:
Business URL:
Domain Names owned by business:
Present web host:
Server type: Unix / NT/ Other

Please answer the following questions as completely as you can to assist us in the development of your website.

1. Describe your company and the industry you are involved in.
2. How does your company differ from others in the industry?
3. What are your major concerns in your business & the industry?
4. What is the mission or purpose of the organization? Please state your mission statement if you have one, as well as any additional information to assist us in understanding your business purpose.
5. Who are your main competitors? Do they have websites and if so, what are their addresses? What do you like and dislike about their sites? What do their sites have that you do or don't want on yours?
6. What are your main reasons for building a site?
7. How will you measure this websites success?
8. What is your website budget?
9. What information do you want to be sure to include on your website?
10. Who do you want to visit your site? Who is your target audience?

11. Where will your website content come from? Who will be providing the basic text? What print materials do you presently have?

12. If this were a magic website where anything was possible, what would you like your website to do? (Please list any ideas you have remembering that this is a magic website in a perfect world.)

Homework phase: The more time you put into this section of the questionnaire, the better able we are to assist you with your site. This phase is extremely important to the website project.

Please find the 3 best websites on the web that describe each area listed below:

- Same target group of customers as your business
- Has the layout, colors, look, and feel you prefer
- Has similar content and quality to what you wish to provide your customers
- Has similar functions to what you want on your site
- Offers similar services to what you want such as community, discussion groups, polls, faqs, etc.
- Your personal favorite sites on the web in general and what you like about them