



Website Design & Development Project Scope Questionnaire

Accella put together this resource to help our clients define the scope of work for their web design & development projects. Please be aware that you do not need to answer every question as some may not pertain to your project. However, it is a good idea to still look through the entire document as certain areas may lead to functionality, design, or marketing of your site that you hadn't even considered.

We encourage you to fill out the questionnaire as best you can so that we can provide you an accurate quote for your project. Please feel free to give us a call at any time at 888.856.2664 and we can go over this document with you.

What To Consider Before Tackling a Web Design/Development Project

Site Basics

- Explain what your business does in 100 words or less?

- List 5 Adjectives that describe your company
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.
- Identification/Contact Information
 - Site Name
 - URL
 - Tag Line
 - Phone #
 - Fax #
 - Address
 - Business Hours
- What is the purpose of your website?

- Is this a brand new site or a site refresh?

- How will a website affect your business?

- What is the primary audience of your website?
 - Tell us about your visitors?

 - Profession?

 - Income Level

 - Educational Level

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- Target Audience
 - Who do you want coming to your site?
 - Who else will be visiting your site?
 - Press
 - Potential employees
 - Business Partners
 - Investors
- What are the main products/services that you provide and want to display on your site?
- Why do people choose you over the competition?
- Competition
 - Who are your competitors online?

Company	URL	Description
1		
2		
3		
4		
5		

- What are some keywords you feel best describe them
- What are some things you like about your competitor's site?
- What are some things you don't like about your competitor's site?

Measuring Success

- What is the primary goal of the site?

- What are the secondary goals of the site?

- What do you want the site to do for your company/organization?

- Analytics
 - What type of traffic are you hoping to drive to your site in the first month, six months, year?

 - How will success for the site be measured?
 - Traffic
 - Leads
 - Sales
 - Subscribers

- What is a conversion?
 - What do you want people to do once on your site?
 - Buy Something
 - Sign-up for Something
 - Call you

Marketing Your Website

- How will people find your website?
- What will make them stay there?
- What will make them convert?
- How do you want your site to interact with Social Media sites such as Facebook, LinkedIn, and Twitter?
- Have you thought about Search Engine Optimization (SEO)?
- Do you want to set-up online advertising with Google, Bing, Facebook or others?

Designing Your Site

- Is there a design already in place - will the site be designed from scratch?
- Who will be doing the design? Will you do it in-house? Do you need Accella to help with the design?
- Is there any existing marketing materials that the website should take on in terms of look and feel?
 - What are five sites you really like?
Feel free to look outside your industry

Name	URL	What Do You Like?
1		
2		
3		
4		
5		

- What are five sites you don't like?
Again, feel free to look outside your industry

Name	URL	What Don't You Like?
1		
2		
3		
4		
5		

- What are the things that your site absolutely MUST HAVE?
(i.e. eCommerce capabilities, Flash intro, downloadable information)
- Is there anything that you absolutely do NOT want your site to have?
(i.e. Don't want Flash or Text/Image Heavy)

Functionality & Development

- How are you planning to manage the content on your site? Have you considered a Content Management System (CMS)?
 - Do you have a CMS picked out already such as Drupal or WordPress?
- Do you have hosting set-up for your site?
- Are there any databases that need to be integrated? Who will manage those databases and the integration?
- Are there any other third-party applications that need to be integrated such as a CRM or eCommerce engine?
- How are people accessing your website? (*Browsers, Modem Speed, Screen Resolution, Type of Device*)
- Do you plan on having interactive elements on the site?
- What features should the site have? (*Video, Flash, Calendar, Forum, Contact Form, Administrative Capabilities, Login Area, etc*)
- Do you want to incorporate a blog on your site?

Assets & Content

- Do you have graphics/images for the site or will those need to be budgeted in?
- Is there content for the site or will that have to be written?
- Do you have a logo for the site?

The Decision Making Process

- Who has the final authority on decisions?
- Who else is involved in the decision making process?
- Who will be your main point of contact?
- How will decisions be made throughout the project? (Committee? Final Decision Maker?)