



Project Survey

Thank you so much for your interest in working with me. Filling out this project survey will help me to better estimate the costs and time requirement for your website. The more information you give me, the more accurately I can respond.

Please answer all the relevant items. If you have questions, feel free to contact me at 801-243-2513 or by email at jennifer@jenniferkleinschmidt.com.

General information

What is the name of your business and your current (or intended) web site address?

Who are the main contacts for this project? You? Someone else?

Who has final approval for commissioning and/or signing off on this project?

When do you expect this project to start and when does it need to be completed? Are there specific reasons for this date, perhaps a PR launch, tradeshow, or your year-end deadline?

What is your budget range? Please choose one below.

- \$300 - \$500
- \$500 - \$1,000
- \$1,000 - \$2,500
- \$2,500 - \$4,000
- \$4,000 - \$5,500
- \$5,500 +

How did you hear about me?

Your current site

Which areas of your current site work well?

Why is that?

What's not working on your current site?

If you could change three things about your site right now, what would they be?

Reasons for the project

What are your main reasons for starting this project?

What are your business objectives or other goals? Selling more? Improving customer experience? Other?

How will you judge when it's a success?

Your audience

Can you describe a typical visitor or customer?

What do you want people to do on your site? Buy things? Become members? Contact you by phone or email?

Perception

Can you describe how you would like people to view your new site? How might they describe it, i.e., modern, corporate, professional, friendly, fun?

Is this what people say about your site now?

Who are your competitors?

List a few sites that you find compelling and why?

Your new content

What assets do you already have? Photographs? A logo, color scheme, or other branding?

Do you have a site map or plan for your new site already prepared? If you do, please send it when you return this survey. Don't worry if you don't.

Technical stuff

Do you want to update the content of your new site yourself? What other things do you need the site to do? Newsletter sign-ups, photo gallery, or a shopping cart?

Marketing

How do people find out about your business? How do they find your web site? Do you market your website in the real world?

Notes

Is there anything else that you think will help me to accurately assess your project and what's best for you? Take as much space as you need.

All done!

Please return this form via:

Email (jennifer@jenniferkleinschmidt.com)

Or

Fax (206-338-2679) (Yes, this really is my fax number!)

Thanks for your help. I'll confirm when I receive it and be right back to you.

Jennifer Kleinschmidt
www.jenniferkleinschmidt.com