

Web Design Questionnaire

This preliminary questionnaire is an important part of the industry specific Public Adjuster website building process. It helps organize the goals, expectations, and vision you have for your firm’s web presence and marketing identify, in a way that we can understand and use to accurately provide you the best possible services. Please fill out this document to the best of your ability. If there is a question that doesn’t make sense or doesn’t apply to your project, feel free to leave it blank. Once we get all of the information we need, we can begin preparing your individual proposal, and setting up the back end.

Once done, please save this document and **return it to contact@digitorysolutions.net** (either using the Submit button above or as an attachment) if filling out by hand, **please print clearly.**

Contact Information		
Your Name:		
Your Business or Firm’s Name:		
Email Address:		
Phone:	Cell Phone:	Fax:
Address:		
City:	State:	ZIP:

General
Tell us about your firm. What is the size of your firm, is it just you, you and an office staff, or do you have several licensed Public Adjusters on staff? Do you have more than one location? How long have you been in business for?
Do you have a web host? If so, what are the technical specifications?
What is the intended launch date for the new site?
Have you already established a budget for this project? If so, please indicate your budget below.
What is your current (or intended) web address/URL?
Can the project be divided into phases to account for budget and timing constraints?

Site Redesign (If this is not a site redesign, please skip this section)

What is your main goal for this redesign (e.g. better user experience, update look and feel, target different audience)?

What aspects of your current site do you feel are successful, and why?

What aspects of your current site do you feel are unsuccessful, and why?

Do you plan to use content from the existing site, and, if so, which portions (or pages)?

Project Goals

Briefly describe your concept for the site. What service should it provide?

What is your main reason for this project (e.g. promote your firm, make the site user friendly, target a specific audience, gain SEO advantages to gain additional business, etc.)

What end result would determine that the web site is a success (e.g. increased email/calls from policyholders, additional credibility for policyholders you solicited, etc.?)

Are there other considerations that could impact the project schedule (e.g. upcoming busy periods, marketing campaigns, etc.)?

Target Audience

Describe your typical market base; and what market base you are targeting for this website. (Homeowner, business owner, corporate, industrial, location, level of Internet experience). Provide more than one profile if applicable.

What action(s) should a user perform when visiting your site (search for information, call your office, email your office, sign up for an account, download a brochure, engage a blog, ask questions?)

What are the key reasons why the target market chooses your firm? (Firm’s reputation, lack of competition, good name in community, service, etc. Bonus: What makes your firm a better choice than other local PA firms?)

Do you know how many people visit your site each day, week or month?

Content

Please identify any pages or features you envision as part of your site:

Basic

- Home
- Services
- FAQs
- Directions
- About (Us)
- Contact (Us)
- Articles
- Testimonials

Special Features

- Flash
- Video
- Image Gallery
- Map
- Search
- Newsletter/Email list sign-up
- Information/request forms
- Uploads/downloads

Applications

- Registration/customer login
- Store/Shopping cart
- Online payment
- Forum
- Blog
- Reviews
- Customer surveys/polls

Please list any additional or custom pages you would like.

Content Management.

How often will you need to update the web site content?

- Hourly Daily Weekly Monthly _____

How many content pages do you expect to publish on your site each month? ____

Who would you like to be responsible for the updates? Web site developer I'd like to update it myself

Design

Use words to describe the look and feel you want (e.g. clean, balanced, modern, friendly, and corporate)?

Is there a specific theme you had in mind to incorporate into the website?

Do you have ideas of the colors to be used, and colors you don't like?

Do you have existing business cards or other printed materials we need to match? (IMPORTANT: If you already have a professional logo, website should match your corporate branding)

Please provide a list of related industry websites you like or don't like. TIP: Referencing Attorney sites can also serve as a great example of website ideas, as the "business model" is very similar.

1 Web site: _____ Like Don't like
Why?

2 Web site: _____ Like Don't like
Why?

3 Web site: _____ Like Don't like
Why?

4 Web site: _____ Like Don't like
Why?

5 Web site: _____ Like Don't like
Why?

Please provide a list of competitors' websites.

1. _____

2. _____

3. _____

4. _____

Do you have layout requirements or preferences?

Screen size:

- No preference Stretch entire width of screen
 1024x768 _____
 800x600

If the site is not the entire width of the screen, do you have a preference for alignment?

- No preference
 Left
 Center

Identity

Do you have a logo? Yes No

If “Yes”, do you have a digital copy of your logo? Yes No

Do you have photos for your website? (If “Yes”, are they in digital format and can they be emailed to us?)

Do you have professional (or other) graphics or other types of artwork for your website? (If “Yes”, are they in digital format?)

List any important words or terms that you want people to associate with your firm/brand.

Additional Notes:

