

This questionnaire is designed to enhance communication between Great Lakes Web Services and our clients. Please print this worksheet and read over it once or twice. These are the things we will discuss over the phone regarding your project.

**Organization Name:** \_\_\_\_\_

**PURPOSE**

For example: to sell products directly over the Internet; to encourage potential customers to contact you by phone or mail to finish a sale; to make product information and price lists available to customers or distributors; to strengthen brand identification, etc.

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**E-COMMERCE**

Approximate number of products:

- 1 – 20 products
- 21 – 50 products
- 51-200 products
- 201+ products

Are the products available for sale through your website, or would you like a catalog of items that are available for purchase in your brick-and-mortar store?

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## SITE AND DOMAIN NAMES

Site name on masthead (main graphic, found at top of page):

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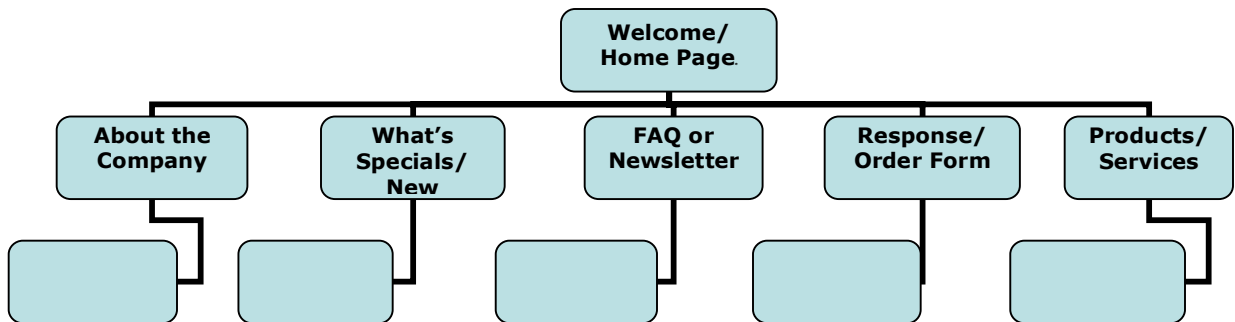
Domain Name—we will register the domain of your choice, if available.

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Available?  Yes  No  Already registered

## SITE ORGANIZATION

Label the pages desired (could be more or less than shown) and cross out the rest. The pages already labeled are examples and do not have to be included.



Total number of pages decided upon: \_\_\_\_\_

## MASTHEAD GRAPHIC

Copies of your company/organization's letterhead, brochures, catalog, etc., are very helpful so we can see how you present your company's image.

\_\_\_\_\_ Company logo incorporated in masthead graphic? (Please include a color copy.)

\_\_\_\_\_ Photo or drawing of product?

\_\_\_\_\_ Typeface \_\_\_\_\_

Preferred colors in graphic? \_\_\_\_\_

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Other \_\_\_\_\_

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## **COLORS AND ACCENTS**

Preference: \_\_\_\_\_

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## **TEXT**

Will you be providing the final drafts of text for your website?

Yes       No

If you would like Great Lakes Web Services to format or write the copy to be used in your website, please be sure to provide as much information as possible, including any specific ideas you'd like included. (Please refer to our Content Worksheet.)

## **PHOTOS AND GRAPHICS**

You may supply photos or graphics to us by either sending the photos themselves for us to scan and return, or by sending the digital images on a diskette, a CD-R, or by email.

If you need us to prepare specialized graphic elements in addition to the graphics already included (masthead, buttons, etc.), please explain clearly and include a sketch, if possible.

We also have a number of stock photos available.

Please refer to our Content Worksheet for more specifics regarding photos and graphics.

## **TRADEMARKS AND COPYRIGHTS**

Copyright and trademark information is placed in small print at the bottom of every page. Please list the trademarks, registered trademarks, and service marks your company would like to indicate here. (Please be sure to indicate which are registered trademarks.)

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May we include a link at the bottom of your Home page which reads "Site Designed & Hosted by Great Lakes Web Services"? (You are under no obligation to say yes.)

Yes     No

### **RESPONSE FORMS**

Would you like a response form?

\_\_\_\_\_ Guestbook for visitors to record comments.

\_\_\_\_\_ Request for information.

\_\_\_\_\_ Survey of customer preferences.

### **MAINTENANCE**

Would you like Great Lakes Web Services to perform updating and maintenance on your website on a regular basis following publication?

Yes     No