
Website Design Questionnaire

An effective website is one that communicates your core message to your audience. The answers to the questions below will help us get a good idea of what that message is. Please review the questions below with your team and then provide your answers online in the Client Care Center at mmsusersupport.com. We will review this questionnaire in further detail during your Planning Meeting to ensure we are creating the right website to meet your needs. Thank you!

General Information

- Organization Name
- Contact Phone
- Website URL(s)

GOALS: What are your goals in building a website (rank each on a scale of 0-5, 0 being of no importance, 5 being the most important)

- Establish a web presence
- Promote Membership
- Promote Fundraising
- Improve Communication
- Further the organization's goals
- Experiment with web-based marketing
- List another goal here and rate it
- List another goal here and rate it

CONTENT: Most sites for small and medium-size organizations are very simply structured. We recommend a single home page with general content that links to several other content pages where more specific information is available.

Home Page: The home page is the first part of the website that a visitor will see. It is important to have the home page focus on delivering information related to the primary purpose of the site. If the primary purpose is membership, it should focus on delivering a membership sales pitch... providing information on why a prospective member should get involved.

We recommends not making a home page too 'busy' but include enough information to keep your target audience on their first visit. It should include information on what the organization is, why the viewer

should join/donate, and what some of the current events/projects are. This can lead to the greatest chance of a first-time visitor finding something of interest, prompting them to learn more.

We can take the information from this section (home page) and the following section (content pages) and make recommendations on what information to include in the home page and how it can be laid out to your advantage.

Organization Name (exactly as you would like it to appear on your website)

Tag Line (a slogan or motto if available)

Attention-Getter: This primary section of the home page promotes the organization or one aspect of it. It's often related to the tag line. Sometimes, a general description of the organization or a membership sales pitch will work very well.

Brief Description: If not a part of the attention-getter, please include a brief description of the organization.

Additional home page features requested

- Log-In Form
- Calendar of Events
- News Feed
- Quick Links
- Welcome Message
- Slideshow
- Search
- Social Networking Buttons
 - Facebook Link
 - Twitter Link
 - LinkedIn Link
 - YouTube Channel Link
 - Google+ Link

Content Pages: The content pages are where the more detailed information will be presented. To determine what content you will have on your website, we have two methods to choose from:

Outline Method: If you already have a website, you may want to supply an outline or list of your existing website pages and then make notes about the pages you would like to change. Please upload to the files section

Worksheet Method: If you do not have a website already or want to start from scratch, below are some common content pages for associations. Please indicate the pages you would like to include in your site as well as any additional pages you have in mind.

Other features you would like to include

PROMOTION: One of the most critical aspects of having a site developed is making sure that once your website has been completed, it will receive visitors or 'traffic'. It's a good idea to include your web address in your business cards, letterhead, brochures, newsletters, and other promotional materials. However, the primary way most people and prospects will find you is via search engines such as Google, Yahoo, and Bing.

At a minimum, this involves registering your website with the free-submission search engines. This is a service included with your website development package. For most organizations, this will suffice. But for others, specifically if they have significant competition, it may be worth investigating pay-per-click advertising (example: Google AdWords).

The following are some questions that can help us determine the most effective way to accomplish the promotion of your website via search engines.

Audience. Who is your audience? List the types of people who would be looking for your organization's website. These might be prospective members looking for membership information, donors looking for more info on what you do

Names of your Organization. Although this may seem obvious, what are needed here are the different variants of the name.

Search Phrases. These are the primary phrases that someone might use to find your organization. Think in terms of your audience, the focus of your organization, the services you offer, what people are searching for when they are searching for your organiz

Geographic Area. If your organization has a local focus, what words/phrases describe the area you service/represent?

STYLE: Visual elements such as color, imagery, and even the layout of a page go a long ways towards communicating your message. What is the tone you would like to set for viewers of your website?

Design Category

- Corporate
- Conservative
- Community-Minded
- Relaxing and Welcoming
- Technical and Digital
- Political and Patriotic
- Fun and Whimsical
- Hip and Trendy
- Playful and Childlike
- Other

Other design category or comments about the category selected above

What specific colors does your organization have?

Sample Websites - MINIMUM OF THREE WEBSITES REQUIRED: The most effective way to determine what kind of style you want for your website is to find websites that you find aesthetically pleasing and showcase the layouts, colors, content, features, ease of use, and visual elements that you would like to include in your website. The actual content of these websites is not important, as we will just be using these sites to get an example of your visual preferences. Please list below a minimum of three websites that we can look at together in the Planning Meeting.

- #1*
- #2*
- #3*
- #4
- #5

Are there any examples of styles we should avoid?

Primary Contact (Project Manager): During development, it makes the communication easier if our Project Manager and staff can work through a single point of contact within your organization when necessary. Please determine who your organization's Project Manager will be in advance of the Planning Meeting.

- Primary Contact Name
- Primary Contact Phone
- Primary Contact Email

Design Contact: Who will be the main contact for the design process; in other words, who will make the final approval of the design? If the same person as above, please leave blank.

- Design Contact Name
- Design Contact Phone
- Design Contact Email

Current Website Access: We need the FTP username and password for your current website. You can get this from your current developer or website host. We need this to create a backup of your current site before going live with your new site.

- Username
- Password

Domain Name Registration Access: When we implement your new site, we will need the registration username and password to update your domain to point to our servers. If you don't know who this is, we can help you track it down.

- Registrar (GoDaddy, Dotster, etc.)
- Username

- Password

Email Accounts/Forwards: We need to know all the email addresses that are currently in use with your domain name, so we can make sure no one misses an email during transition.

Completion Timeline: Is there a certain date that the new website must be ready by?

Any Other Important Website Requirements: Please list any requirements here to discuss in our Planning Meeting.