



**valve**interactive

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## Website Strategy

This questionnaire is helpful in planning for a new website design or for a website redesign. The answers to the questions contained in this document will help us to understand not only the specific needs and requirements for the website or web application itself, but will give us a better picture of your current and/or future business and marketing objectives, all which impact choices made for the design of the new site. This data is also helpful in assisting us with planning for online marketing initiatives. We hope you find this document useful.

Once filled out, this document should be faxed or e-mailed to us as a PDF document using one of the following contact methods:

fax | 503.914.1604

e-mail | [info@valveinteractive.com](mailto:info@valveinteractive.com)

We look forward to doing business with you!

This questionnaire is an important first step in the strategic planning process for your new website or web application. It helps ensure that we are building the right product in order to meet all of your business goals, as well as the right user experience, functions and features for maximum customer satisfaction. Please fill out in as much detail as you can.

Date Prepared \_\_\_\_\_

Company Name \_\_\_\_\_

Project Name \_\_\_\_\_

Prepared by \_\_\_\_\_ Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Type of Website \_\_\_\_\_

- Informational       E-Commerce       Both       Other

General project description \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Your Business:

1. What is your primary reason for having a site? IE: selling directly? Building an e-mail list? Generating leads for a larger sale?

2. What are the primary “differentiators” between you and your competitors? In other words, what is your unique value proposition over others? Or do you need one?

3. If you have a current website or set of sites, are these differentiators being highlighted or promoted properly in your current website? If no, please explain.

4. Are these differentiators being advertised through all available other channels throughout the web? If no, please explain.

5. Are there any unique business services or products pertaining to your business that customers may not be aware of because of lack of promotion in the website?

6. What is the lifetime value of a customer? Would you be interested in lengthening this time?

7. Who are we talking to? Is there a specific target audience associated with your business? And are you interested in attracting a broader target audience?

8. In relation to what you offer, what other interests do your customers have? Do you have any data in support of these related interests?

## Your Website(s) Today:

If you have a current website, is the current site, or sites no longer adequate for your needs? If so, please answer the following questions:

1. From an “Experience” and “Usability” standpoint, is there a clear path and appropriate messaging for the customer throughout the entire site? If no, please explain why.
  
2. Is the navigation clear and concise? Categorization clear and understandable? If no, please explain. Are there simply too many clicks to accomplish certain task? If yes, please explain or give examples.
  
3. From a “Branding” and “Visual Design” standpoint, is the quality of the design, use of imagery, font choices and overall level of design in keeping with your Brand? If no please explain why.
  
4. Are you happy with the overall color palette of the website design? If no, please explain.
  
5. In regards to the tone and manner of the text writing in the site, do you feel it is properly targeting the appropriate audience(s)? If no, please explain.

6. In regards to “Marketing”, do you feel the current site is taking full advantage of strategic marketing opportunities throughout the entire website experience? If no, please explain.

7. In regards to “Marketing”, can you think of any examples of competitors that are marketing and advertising to their audience BETTER than you are? Please list any specifics and/or URLs that you can.

8. This also very important, but are there elements of the current site that you DO like, or that work well? If so, please explain in as much detail as possible.

## Your Website(s) Tomorrow:

What are your primary goals for the new site, or for your collection of sites? Please list the primary business objectives.

## **Tone and Manner:**

1. Please describe the tone and manner that the new website should convey. (examples: fun, hip, trendy, exciting, clean, professional, corporate, conservative, boutique).

2. What is the desired perception that you would like users to take away from their online experience?

## **Preference:**

1. Do you prefer Web sites that are primarily text, straight, and to the point, or do you like eye catching graphics mixed with valuable information that envelop you in the Web experience?

2. Would you be interested in the use of Flash animation and dynamic Flash functionality for advertisement or for functional applications throughout your new website?

3. Are there any favorite colors or types of imagery that come to mind when you think of websites that you like?

## Your Likes:

Please list at least 4 URLs of ANY websites that you really like, and give a brief explanation of why you like them. These can also be competitor websites.

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## Your Dislikes:

Please list at least 4 URLs of ANY websites that you dislike, and give a brief explanation of why you dislike them. These can also be competitor websites.

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## Your Competition:

Please list all of your direct and most prominent competitors, including URLs if they have an online presence.

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## SEO / SEM / PPC:

1. Will Search Engine Optimization (SEO) work be a required part of this project, or an additional project in order to maximize visibility and usage of the new site?
2. What is your expectation for the number of search visitors each month?
3. What are the primary actions you want them to take when they get to the site?
4. What percent of your visitors do you expect from organic search?
5. If you were the customer, why would you want to do business with you upon discovering your site? Why should people like you?
6. What keywords are most important for your site to be found under? (3-5)

7. To what extent are you willing to allow the site to be modified to be found in the organic search engine listings?

- \_\_\_\_\_ Modifications that are not visible to visitors only.
- \_\_\_\_\_ Slight changes in the copy, or additions to copy
- \_\_\_\_\_ Changes of copy and replacement of graphics if needed
- \_\_\_\_\_ Redesign parts or all of the website
- \_\_\_\_\_ Whatever it takes to drive qualified traffic to the site.

8. How often do you do press releases?

a. Are they released on line?

b. Optimized?

c. Are they added to the site?

9. What percent of your visitors do you expect from PPC? Are you currently running a Pay-Per-Click program?

10. How do you Track PPC conversion?

11. How do you Track Organic conversion?

12. % of search traffic from organic VS PPC?

13. Do you use custom landing pages for PPC/Emails? Multi-variant testing?

14. Do any search engines convert better than others?

15. Do you use any websites or services for lead generation? If so please explain.

## Technology:

1. Are there any custom technological functions or software packages that will be required for the site or sites?
2. Are there any technical considerations/restrictions required for the design of the new site?
3. Are there any e-commerce requirements or desires for the new site?
4. Will you desire the ability to self manage the content for your site using content management tools?
5. Are there any security requirements involved with the new website design?

## Documentation and Assets:

1. Are there any existing documents that detail the structure and design of your current website, e.g., an outline?
  
  
  
  
  
  
  
  
  
  
2. Are there company assets such as logos, imagery, print materials, etc. available for use in the new website design?
  
  
  
  
  
  
  
  
  
  
3. Is there the option for the licensing of stock photography for use in the new site? Will there be a need for custom photography for the new site?

## Additional Considerations:

Please note anything you feel is relevant that might not have been covered in this questionnaire:



## More About Valve Interactive

Valve Interactive is a premiere interactive marketing and design agency with offices in Portland Oregon and Phoenix Arizona. Comprised of top professionals from the world of advertising, design and engineering, VI Specializes in online marketing strategies, design and engineering work to help you grow your business.

VI functions as a complete agency of record for many of our clients, and through our senior level consultation engagements, we help to create robust online customer experiences in support of brand goals and objectives, as both standalone products, as well as interactive companions to offline advertising campaigns.

Brand building and extension is a key capability of VI, and we have built a number of brands from the ground up, or helped to further extend brands through our Brand Marketing consultations. There are a myriad of ways consumers interact with your company on a daily basis. From your website, brick-and-mortar store, business cards, advertising, point of sale and many other applications, your brand must convey consistency, longevity, reliability, trust and must ultimately motivate people to do business with you. Each of the many points of interaction is a key opportunity for you to communicate with and influence consumers. Over time, a successfully branded company generates the ultimate in returns, brand loyalty; Customers for life.

Another of VI's core strengths is in unique, strategic, professional website and e-commerce designs. Working closely with our clients, our team of creative professionals and internet consultants develop innovative and motivational website designs, customized to our client's unique business needs. The combined expertise at VI has led to hundreds of designs.

Our design teams are backed by their expert knowledge of a host of media technologies and programming languages. Our designs are truly "usable", ranging from basic informational websites to full-scale e-commerce merchant storefronts and custom database driven applications.

- **Brand Strategy consulting**
- **User Experience Architecture**
- **Online Marketing Programs**
- **E-mail Marketing Programs**
- **Mobile Marketing**
- **SMS Marketing**
- **Search Engine Optimization**
- **Pay-per-click Campaigns**
- **Identity Design**
- **Website Design**
- **E-commerce Design**
- **Social Media Design**
- **Viral Applications**
- **Advanced Flash Animation/Scripting**
- **3D Modeling and Animation**
- **HTML / CSS, PHP ASP.NET Development**