ADVANTAGE COMMUNICATION ENTERPRISES, INC.
WEBSITE QUESTIONNAIRE
REV. 709A

This website questionnaire will help assess what requirements and goals you have for your website in order to make your website as successful as possible. The questionnaire has the following sections:

- Overview
- Goals
- Target Audience / Community
- Image & Style
- Content / Content Management
- Functionality
- Promotion
- Technical Requirements

Please complete as comprehensively as possible and email to sales@ace4it.com.

Overview
Company Name:
Primary Contact Name:
Email Address:
Current/Intended Web Address(es) of website:
Other company web addresses:

Please list name/s, title/s, email address/s, and telephone number/s of participants in the website development:

Please list contact/s responsible for final approval of the website proposal:

When would you like your web site to be launched?

Are there any outside considerations that might affect the schedule (i.e., PR launch, trade show, annual report)?

Goals
What is the mission or purpose of your business or organization?

What is your tag line or motto?

What is the purpose of your web site or what is the main problem you hope to solve with the new website?

How will you measure the success of the web solution?

Describe, in adjectives, how the user should perceive the web site (i.e. friendly, professional, fun, serious, trustworthy, etc.).:

What actions do wish visitors to take: (check as many as apply)
- [ ] Learn more about your business or organization?
- [ ] Hire you to perform a service?
- [ ] Buy products from you?
- [ ] Join your organization?
- [ ] Communicate with you?
- [ ] Become part of an online community?

Other:

Target Audience / Community

Who is your target audience or community? (Age, gender, interests, job, business, locality)

When people visit your site, what do they want? (check as many as apply)
- [ ] Information about a topic
- [ ] Information about your products, services or organization
- [ ] To be entertained
- [ ] To comparison shop or to buy a product
- [ ] To connect with others of similar interests

Other:

Image & Style

Image is the visual metaphors, graphic design and color scheme of your web site will communicate to the visitor about you and your business. What "image" do you want to project? (check as many as apply)

- [ ] Traditional?
- [ ] Contemporary?
- [ ] Conservative?
- [ ] Cutting edge?
- [ ] Formal?
- [ ] Casual?

- [ ] Serious?
- [ ] Friendly?
- [ ] Corporate?
- [ ] Personal?
- [ ] Expensive?
- [ ] Affordable?

What STYLE do you want to communicate? (check as many as apply)

- [ ] Authoritative
- [ ] Caring
- [ ] Classic
- [ ] Comforting
- [ ] Delicate
- [ ] Elegant
- [ ] Energetic
- [ ] Ethnic
- [ ] Fanciful
- [ ] Festive
- [ ] Flashy
- [ ] Frivolous
- [ ] Fun
- [ ] Funky

- [ ] High-Tech
- [ ] Hip
- [ ] Historical
- [ ] Mellow
- [ ] Muted
- [ ] Natural/Organic
- [ ] Playful
- [ ] Powerful
- [ ] Professional
- [ ] Romantic
- [ ] Sensual
- [ ] Serene
- [ ] Soft
- [ ] Spiritual

Other:

Do have any existing graphic or promotional materials? Describe:

Do you have a logo? [ ] Yes [ ] No

Do you have photos that you wish to use on the web site? Describe:

Content
Do you have an outline of the content for your site? [ ] Yes [ ] No
Is the content written?   [ ] Yes [ ] No [ ] In Development

Do you need help in developing, writing and/or editing the content for your web site?
Describe:

If your site outline is done, how many sections do you have, and about how many pages
in each section? (One web page equals approximately one 8 1/2 by 11 sheet of paper with
double spaced type.)

Describe visual elements from your existing material that should be used on the website
(i.e. logo, color scheme, graphics, etc.):

What keywords would someone type into a search engine to find you?

What if any, specific technologies you would like to see on your website (Flash, AJAX,
DHTML, JavaScript, and Audio and / or Video Clips)?

How will this technology enhance the user experience? Please describe in detail.

Will you have database functionality (dynamic content generation, search capabilities,
personalization/login)?

Do you already have a database in place? Please describe it in detail, including specific
information regarding existing programs and software.

If you are selling products/online services, how many will be on your site?

Will you have a need for secured transactions (e-commerce)? Do you already offer
transactions online? Please describe in detail.

Content Management

Do you plan to maintain and update your own site? [ ] Yes [ ] No [ ] Maybe
ACE4IT has managed hosting plans to free your time and resources

Do you need to update the content of your website regularly? [ ] Yes [ ] No

If so how often? [ ] Daily [ ] Weekly [ ] Monthly [ ] Quarterly [ ] Annually

Do you need updates made quickly (e.g. product recalls, new announcements, emergencies)? [ ] Yes [ ] No

What is considered a reasonable time for updates to be made if they are made for you?
 [ ] 1 Day [ ] 3 Days [ ] 5 Days [ ] 7 Days [ ] 10 Days+

Are you comfortable using a WYSIWYG (What You See Is What You Get) / MS Word style interface for making edits to content? [ ] Yes [ ] No

Do you prefer a customized Content Management System (CMS) for updating your web site or a packaged solution (Joomla, Drupal, Typo3)? [ ] Custom [ ] Packaged [ ] Uknown
ACE4IT creates customized solutions for best-fit efficiency and effectiveness or we can use our experience to install a packaged solution on your desired platform.

Functionality

What special functions will you need for your web site? (check as many as apply)
- [ ] Mailing list for email newsletters
- [ ] Mailing list discussion group
- [ ] Message board or forum
- [ ] Blog
- [ ] Contact, subscription, survey or feedback forms
- [ ] Shopping cart
- [ ] Merchant account
- [ ] Password protection for certain pages
- [ ] Site search engine
- [ ] E-cards
- [ ] Audio clips
- [ ] Video clips

Other:

Other Websites & Competition

Please list any web sites addresses that appeal to the same target audience or community, or that communicate an image or style that is similar to what you want:

Please list some of your competitor's web sites, if you know of any. Let us know what you like and don't like about some of these sites:

How do you differentiate yourself from your competition or similar organizations?

Promotion
Do you have a marketing/promotion plan for your web site? Describe:
ACE4IT can help you develop a comprehensive internet marketing plan.

Do you plan to collect email addresses for an email newsletter/campaign? [ ] Yes [ ] No
Do you plan to use any CPC (pay-per-click) internet marketing services (AdWords/Yahoo)?
Do you plan to use graphical advertising such as banners?
List websites or types of websites that may offer advertising that attracts your target audience:

Are you willing to have a links page which offers non-competitive websites links if it could help in promoting your own website? Yes No

List websites or types of websites that would exchange links such as complementary non-competitive business:

Technical Requirements

Have you registered your domain name(s)? [ ] Yes [ ] No
ACE4IT can help you register a domain.

Have you decided on a hosting company?   Describe:
ACE4IT has fast and reliable hosting solutions.

Do you have hosting infrastructure preferences such as OS/platform, programming languages, database application, etc.?
ACE4IT can work with you on your solution or we recommend LAMP & WAMP infrastructure for rapid development and wide community support.

Do you require server hardware?
ACE4IT offers affordable internet servers hardware for all applications.

Do you require web statistics or analytical tools to track site usage or user information? Describe:
ACE4IT has statistical and analytical software applications that can best suit your site and can be supplemented with third-party tools such as Google Analytics.