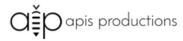**apis productions**

Website Design Questionnaire

This questionnaire should take about 15 minutes to complete and is designed to help us identify your goals and requirements, as well as key content points and differentiators. Please answer any applicable questions. All stakeholders may complete a survey if desired. Feel free to add any additional notes or comments at the end.
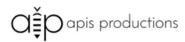
"*" indicates required fields

Your Company Name *

Your Name *

First   Last

Your Email *

Current Website

Do you have a target date for your new site to be live? Please enter it here.

Purpose (Objectives, Goals, ROI)

The first step in producing an effective website is to define its purpose.

In one or two sentences, describe your business objectives or goals for this project.

What main product or service are you offering; describe the concept, product or service this site is intended to provide or to promote.

What would be a successful outcome and how would it be measured; what would "make or break" your investment?

Audience (Who Will Visit and Why)

Site visitors' specific content interests.

Who are your target audiences?

What actions do you want new visitors to take, i.e. contact you for access, schedule a call, register to use the site immediately?

Will the site have a user/advisor login? *

- ○ Yes
- ○ No
- ○ I don't know

Brand Message and Content (Marketplace Differentiation)

Describe your organization in one or two sentences.

Why you? What makes you better than your competitors, what do you do well, what is your secret sauce? *

What other main points about your business, other than above, would like to emphasize on the website?

Have you identified required supplementary content your site should include like Carrier Partnerships, Team Info, etc?

Do you need assistance creating your content? if so, do you have any marketing materials that reflect your current content or could be used to create content?

Design (Tone and Personality)

Is there a strong company identity or unique market position that should be conveyed, or specific style, i.e. efficient, affluent, friendly, welcoming, sophisticated, exclusive...?

What websites, competitor or other, have a style that you like or dislike and why? Please list the sites so we have an idea of the style you like.

Competition (Who is Online?)

Direct competition.

Who are your main competitors? Please list websites or business names. Is there anything specific you like or don't like about their websites/site functionality that you haven't already listed?

If searching online for a business like yours, what search words would you use?

Assessment (Evaluation of Your Current Site)

What are the strengths and weaknesses of your current website?

Additional Comments

Please feel free to add any additional comments below.