



HARPER HOUSE
Your Marketing Partner

- 1) Company Name:
Company Tag Line:
- 2) Main Domain Name:
What other domain names do you own?
Do you have web hosting? If so, what type (IIS, Apache?)
- 3) Briefly describe what your company does.
- 4) Please list 5 (or more) adjectives that you think describe your company or should describe your company in order of relevance and importance.
- 5) Are there any websites that you would consider your competition? Feel free to provide more information on how they are your competition including name, web address, and a list of key terms that describe what they do or sell.
- 6) List 5 websites that you like. Include the URL, what you like about each site, and what you would improve upon.
- 7) List 5 websites that you don't like. Include URL and tell us why you don't like these sites?
- 8) List the top ten products / services you provide.
- 9) Tell me why your products or your services are better than your competition.
- 10) Why do you think people will visit your site?
When people don't know you exist, how will they find you or happen upon your site?
Why would they come back?
If they do know you, why would they take the time to visit your site?
- 11) What types of visitors do you want to get?
Who is your target audience? (age, education, and other demographics?)
- 12) What other visitors is your site going to get? (job seekers, board members, legal institutions)
- 13) How technically savvy is your average visitor?
- 14) Will web visitors have any special needs? (eyesight, language, mobility, reading level)

15) What do you want the visitor to do when they get to your site?
What are your goals for the website in terms of visitor actions?
What do you think your visitor should accomplish on your site?

16) What are your goals for the web site in terms of you company goals? How is your site supposed to help your business?
What is the purpose of your site?

17) What are your goals for the web site in terms of popularity and virility? What type of exposure do you anticipate your website, when successful, should achieve?

18) What features do you think your website should include? (calendar, forum, login, price comparison chart, contact form, videos)
What is your goal for each feature?

19) Do you have any definite remarks on what you DON'T want to have on your website? (Flash, splash page, the color pink).
Sharing why you don't want a feature will help us get an understanding of your user experience tastes.

20) Is there something else that you want to add?

21) Company Contact(s) Information for web decisions:

Primary Contact Name:
Contact Email Address:
Contact Phone:

Secondary Contact Name:
Contact Email Address:
Contact Phone: