

PROSPECT INTERVIEW SHEET FOR WEB SITE DESIGN

I would like to ask you some questions, which will help me better understand your goals and expectations, while providing you an opportunity to think through what is involved. Please return by e-mail: kleinerpr@kleinerprweb.com; FAX 215.247.6523. Then I can contact you to discuss your answers, how best we can move forward and if your project is something I handle. Thank you.

GOALS

1. Why do you think you need a web site?
2. What are your goals?
3. What about this site would make it different than a competitor's site? What do you like about those sites and can you provide the web site addresses for me to look at them?
4. Who are your target customers?
5. What action do you want visitors to take when they come to your site?
6. Will this site have a local, national, international or all three foci?

DESIGN

1. Do you already have a domain name? Do you know what a domain name is?
2. Do you have a host for the web site? Do you know what a host is?
2. There are web sites that have lots of fancy graphics. What is your graphical expectations or vision?
3. Do you want simple text links?
4. Do you want simple text links that might have a thematic graphic for a bullet point and/or change color when clicked?
5. Would you want drop down menus, where you click a menu heading and sub menus "drop down" and you can scroll down to a sub category and click on it to get to the page with that information?
6. Would you want blinking flash buttons?
7. Would you want a graphic link that might have a theme that relates to your business?
8. Do you prefer a navigation bar that goes horizontally across the top of the page or as a sidebar on the left?
9. How much content do you have and how do you envision it being spread out in the site?
10. How many pages were you considering?
11. If this is a site that is being redone, what didn't you like about the previous one?
12. Content is extremely important in where your site might appear in the search engines. I can write the content for you.
13. If you are supplying content, may I have flexibility to edit copy for public relations value and to make it content rich for the search engines?
14. Will you be selling products on the site?
15. Will some material need to be converted to .pdf files?

16. What and how many photographs will you be supplying? Do you have the release forms from the photographer (s) and people in the photograph (s) for use of the photos?
17. Will the photographs be scanned already or would you like me to scan the photographs? Photographs need to be scanned for certain resolution for the web.
18. Do you want a form visitors will fill out and e-mail to you?
19. Are any special effects needed: slide show? "image swapping," where the mouse moves over a photo and it changes? Image map where the links are embedded in a graphic? Audio? Video?
20. Would you want a blogcast as part of the site?
21. How many e-mails will you need? Do you want addresses @domainname.com?
22. Will I need to look for royalty free art?

I can get a proposal to you within a week of our initial discussion. I do require a (\$200.00) first, which I will credit towards the project if you agree to use my services.

Thank you for considering Michael Kleiner Public Relations and Web Design.