



Mungo Works

Artwork and Creative Services

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Web Site Development Survey

Company / Name _____

Date _____

Achieve Your Goals For Your Redesigned Web Site

Your input is the foundation upon which successful web sites are built. The following talking points are useful in determining how to proceed with the design and development of your site.

Current Web Site Design Questions	
1. Is your web site accessible? Can searchers find your web site if they do not know your company name or web address?	
2. How usable is your current web site? Can potential customers navigate the site without getting lost? Can they quickly find the information they are looking for?	
3. Does the current site design solve problems rather than create them?	
4. Is the current site cross-browser compatible?	
5. Is your homepage the shining star of your web site? Does it reflect the image that you wish to present?	
6. Are your landing pages geared for maximum sales conversions?	

Reasons for Web Site Redesign	
1. What are the main reasons you wish to have a web site redesigned for your company? (New business model, low customer conversion rates, expanded services, different audience, increase sales, attract new customers, build marketing/ branding awareness, reduce customer service calls, etc.)	
2. Do you have long-and short-term goals for this site redesign?	

Background Information	
1. Please tell us about your company's products and or services.	
2. Are you the primary contact in your organization? Do you have final approval on the project?	
3. Who is your competition for products or services?	
4. Do you have a target date for your new site? Are there any considerations that may affect the schedule (e.g., PR or product launch, trade show, annual report, sales event, etc.)?	

5. Do you have a specific budget range in mind for this project?	
6. What current strategies do you have in place to meet your business goals?	

Audience / Desired Action	
1. Do you have a profile of your typical customers?	
2. What is the primary "action" the user should take when coming to your site? (purchase, become a member, search for information, fill out a response form, etc.)	
3. What characteristics separate your company from your competition? (quality, service, cost, value, etc.)	

Site Content	
1. Do you have visual or text content which should be utilized from your current marketing materials or web site? (logo, color scheme, ads, brochures , etc.)	
2. Have you looked at the contents of your competitors web sites? If so, are there any features or content you find useful?	

Site Technology

<p>1. Is database functionality important for your site? (such as: a content management system, custom search capabilities, etc.)</p>	
<p>2. Are secured transactions important for your site (e-commerce)? If so, do you already have a merchant account for taking credit cards that will work with online shopping cart software?</p>	

Things to Keep in Mind / Promoting and Maintaining Your Site

1. An effective web site relaunch begins with thorough research. Search engine optimization and competitive analysis create the foundation upon which the site is built.
2. Marketing your new site is an important component in customer awareness. Preparing an announcement plan is a first step to a successful site launch.
3. Think about how you will reach out to current and potential customers. Accompanying a web site with printed materials and customer emails are often an effective strategy. Think about what materials would work for you.
4. You should plan on updating the content and visuals on your site periodically. Updated content is one of the top reasons why people return to a web site.
5. Think about who will provide your updates and maintenance. Without careful management, changes to sites can often become sloppy and disorganized.
6. Dividing a project into phases to accommodate budget or timing constraints may be a possibility.