questionnaire

PART I

1. First name and surname
2. position
3. e-mail address

PART II

1. A few words about your business: what does your company do, what are the advantages of your offer, how does your company help others etc.
2. Who will be using your website, what's your target audience?
3. What is the preferred action you would like the visitors to your website to perform (e.g. call you, send a form, book a date...)
4. Do you use any third-party system, e.g.: booking system, CRM, store, etc.? (Provide name)
5. What is the most important thing for you from your company's perspective? How will you know that the website is a success?
6. How can a website help your company?
7. How do you gain customers at present and how can it be changed for the future?
8. In which direction are you planning to develop your company in the next two years?
9. Do you currently have a website? (provide address)

PART III

1. Do you have your website contents ready? Can you send them to us?
2. Who is you direct competition?
3. What is your company's motto? What are the values you follow?
4. Do you want to have a blog on your website?
5. Do you want your website to have several language versions? What are the languages?
6. Does your company have visual identification? If yes, please send us your logo and indications concerning your company colours.
7. Additional notes