

# MELLOWEB

WEB DESIGN FOR THE SMALL BUSINESS . . . . .

Thank you for arranging a consultation with  
Enclosed are some questions to help you prepare for the meeting. If you have any questions concerning this document or our meeting please contact  
Crescentia Cook on 07970 606 337 or [admin@melloweb.co.uk](mailto:admin@melloweb.co.uk).

<b>Audience</b>		
Who is the website for ?	This could be existing customers, suppliers, new customers or the media. A website can be designed to cover different audiences but they will probably require different types of information	
What is the main message of your website ?	What image do you want to portray to your audience i.e. professional, fashionable, serious, state of the art, knowledgeable, friendly	
Do you have or want a tagline ?	This is a short description about your company, product or services e.g Professional and reliable	

<b>Existing design and documentation</b>		
Do you have other	e.g. Letterheads, brochures, business	

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106 Runswick Road  
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Consultancy Questionnaire

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stationary that you want the web site design to follow ?	cards	
Do you have a logo?	If you do is it possible to have an electronic copy.	
Are there particular font styles that you use in your documentation or are company standards ?		
What do you consider the key areas in your existing website ?		

<b>Content</b>		
What is the main information your audience would be looking for ?	e.g prices, timetables, products, services, advice, FAQs, locations	

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What contact details do you want them to have ?	e-mail addresses, telephone numbers, site addresses, who to contact and for what reasons.	
Do you want to hold details on vacancies ?	What information do you want to hold.e.g Job description, interview process, training	
Do you want to sell on line ?	If you do you will need to think about the accounting process, how stock is to be recorded, how payment is to be received.	
What do you want to say on your Home/About you page ?	This should be a general description about your company, services products.	
If you are trying to get new customers with your website. Why should your audience want to use your services or products.		

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<b>Design</b>		
What colour scheme do you want ?		
Do you want an introduction movie or splash screen ?		
What type of photographs do you want ?	These can include building, employees, products, designs  Do you have existing photographs that can be used ?	
Do you want links to other sites ?	Professional bodies, government regulators, qualifications, further information	
Do you want logos of other companies ?	Professional bodies, government regulators, qualifications, further information	
Do you know of other sites that you want linked to you ?	Who do you deal with that might want a link to your site ?	
Do you want a web	This tells you the number of visitors that	

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counter ?	you have received to your site ?	
Do you want web statistics?	This tells you where a person has come from i.e a link from another site or by directly inputting your address	
Do you want a guestbook ?	This is an area where people can leave comments.	
Do you want a static page or animation	What you have here will affect the search indexing of your site. If it is important that you have a high search ranking because you are trying to sell products then a static page is recommended.	
Are there any web sites whose designs you like ?		
Are you particular where you want the menu ?	Above, left, right ?	

<b>Set-up</b> These questions are more technical and we are happy to cover these in further detail at the consultation		
Have you already got a domain name	A domain name is the name that is typed in and is usually in the format of .com,	

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or do you require one to be set-up ?	.co.uk,.org	
Have you got a server to host the site ?	If yes, will MELLOWEB have direct access to the server ?	
Do you need a high ranking in the search engines ?		
Do you want to pay to have your submission with a higher rating or to appear quicker in search rankings?		

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