ICS
Intelligent Computer Systems
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Total Computing Solutions

BLOG
e-Store

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Website: www.icscomputers.ca
FTP Site: ftp.icscomputers.ca
Blog: blog.icscomputers.ca
Online Store: store.icscomputers.ca

Website Planning Questionnaire

Company		Contact Name	
Address		City	
Phone		Fax	
Email		Website	

Please take a moment to complete the following questions. The answers may help us determine the best course of action for your web presence. By completing the questionnaire, you may also discover items that you never even considered.

Are you planning your site from scratch, or is this a makeover of an existing site?   __ Scratch   __ Makeover

Company Mission: _____

_____

Tagline/Slogan: _____

Purpose of site: _____
(Examples: attract new customers, increase sales from existing customers, introduce new products/services, raise market awareness, enthuse salespeople, educate consumers, strengthen corporate image, reinforce branding, reference, lower advertising costs, lower distribution costs, better customer service, etc.)

Target Audience: _____

Age group: _____

Market Area: _____
(Examples: local, regional, provincial, Canada-wide, world-wide)

What do you want the site to accomplish? _____

What is your primary message? _____

Competition: (local and broader scale) _____

Do you have a design concept in mind? (colour, fonts, images, layout) _____

_____

Do you have a logo? __ Yes __ No (If No, we can create one for you)

Do you have existing graphic or promotional materials? __ Yes __ No (If Yes, please provide samples)

Do you have photos that you want to use on the site? __ Yes __ No (If Yes, please provide them)

Do you need for us to arrange a photographer? __ Yes __ No

Do you have an outline of the content of the site? __ Yes __ No

Do you need help developing, writing and/or editing the content? __ Yes __ No

Keywords: (Please provide at least 10) _____

_____

25-word Description: _____

_____

Do you want the site to contain:

__ blog	__ forum	__ e-commerce	__ newsletters	__ contact form
__ feedback form	__ music clips	__ video clips	__ surveys	__ coming events
__ photo gallery	__ search engine	__ members-only section		

Do you have a marketing/promotion plan for your site? _____
(Examples: launch campaign, direct mail, in-person, trade show, email, search engines, corporate materials, print advertising, broadcast advertising)

How often do you plan on updating your site to keep it current? _____
(Examples: Daily, Weekly, Monthly, Quarterly, Annually)

Do you want to edit some or all of the content? __ Yes __ No (If Yes, what sections _____)

Do you want to edit the design of the site? __ Yes __ No (If Yes, do you have HTML knowledge? __ Yes __ No)

When would you like your site to be launched? _____

Have you registered a domain name? __ Yes __ No (If Yes, what is it? _____)
If No, do you want us to register one for you? __ Yes __ No

Do you already have a hosting plan? __ Yes __ No (If Yes, please provide your login details)

List of sites you like, and why.. _____

_____

List of sites you don't like and why... _____

_____

Can we place our credits on the bottom of the site? __ Yes __ No

Do you have a budget for site? _____ For maintenance? _____

Do you want to be listed on any particular search engines, directories or industry-specific sites? _____

_____

Do you have any specific qualifications, achievements or affiliations? _____

_____

What payment types do you accept? _____

What email addresses do you want set up? _____

_____

We will test your site with Internet Explorer, Firefox and Safari. Are there other browsers you want to make sure we test? _____

Do you want your site to work with Mobile Browsers? __ Yes __ No

Do you want an E-commerce solution?   __ print and fax order form   __ online order form (via e-mail)
                                             __ shopping cart software
                                             __ full e-commerce with Paypal & credit card processing

If you currently have a site, what do you like and don't like about it? _____

_____

How many visitors do you get each month? _____   Total Site Hits _____

Do you want site statistics? __ No __ Yes   (__ Weekly __ Monthly __ Quarterly __ Yearly)

Please check the pages you would like:

Intro/Splash Page	Home	Products	Services
Menu	Catalogue	Pricing	Testimonials
Shopping Cart	Downloads	Demos	Warranties
Licensing	Customer Service	Training	Contracting
Consulting	Stock List	Capabilities	Portfolio
Parts List	Dealer List	Schematics	Classified Ads
Credits	Samples	Resume	Photo Gallery
Bookstore	Contact Us	Jobs	Overview
Recruiting	Benefits	Customer Login	Dealer Login
Database Search	Information	Links	About Us
Reviews	Copyrights	Privacy Policy	Our Team
Case Studies	Awards	News	Events
Newsletter	Press Releases	Media Coverage	FAQ
Partners	Legal Notices	About Our Industry	Glossary of Terms
Regional Information	Tech Notes	Tips and Tricks	Interesting Facts
Articles	Who's Who	Site Map	Help
Site Quick Guide	Intranet	Human Resources	Document Storage
Internal News	Finance	Project Tracking	Web Site Reports
Free Stuff	Contests		

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WEBSITE TIPS

We've all visited Web sites with screaming pop-up ads and flashing banners. Compare these to sites that are neat, informative, user-friendly, and easy on the eyes. You're probably more apt to use -- and trust -- the latter, especially if you're buying something.

Now put yourself in your customer's position and think about how your company's site stacks up. Here are 14 ways to build a trust-inspiring, successful commercial site that benefits you and your customers:

1. Buy a domain. Having your own domain name not only builds trust but it also looks more professional. With your own domain, you can avoid annoying ads - except for products you sell or recommend. And use domain e-mail addresses rather than free e-mail services. Plus, domain names are reasonably inexpensive!

2. Skip the fluff. Customers want to get to the heart of the matter fast, so don't include enter pages and splash screens. Worse yet are enter pages that force visitors to download a Flash program. If you feel compelled to include Flash pages, give customers the option of skipping the intro or viewing your pages without it.

3. Give contact info. Provide phone numbers, hours of operation, time zone, mailing address and e-mail address. Try not to list only a P.O. Box - some companies won't deliver to them and many customers won't buy if you use one.

4. Keep contact links easy to find. No one wants to search all over a site looking for contact information. Include at least one way to contact you on every page. The home page should also include your Webmaster's e-mail address.

5. Make it personal. Include an "About Us" page with the names and e-mail addresses of the owner, president, executives and staff. Photos with small biographies help make the site friendlier to customers. You don't want to look anonymous - it makes customers suspicious and less likely to buy.

6. Watch the spelling. Spell-check and then carefully proofread every page both for spelling errors and grammar. Remember, spell check programs look only for misspelled words. If you have correctly spelled a word but it is misused (for example, "to" instead of "two"), spell check won't catch it. Misspelled words make your site look unprofessional and undermine your credibility. Not to mention they are a pet peeve of many people.

7. Update often. The content on your site should be updated at least once a year, but every six months is better. If your site will have a blog, then try to update it more often, and consistently. Visitors will only return if there is new information.

8. Cater to the world. Include tags with your images to help people with sight disabilities and the hundreds of thousands of computer users around the globe who use text-only software and Web browsers.

9. Think speed. Viewers who have to wait for a page to load tend to go elsewhere. With broadband, if a page doesn't load in between five and eight seconds you lose one-third of your visitors. With dial-up connections, 10 to 20 seconds is about the limit of a visitor's patience. Fast-loading pages show you're a pro and boost customer confidence.

10. Post some kudos. Ask clients for testimonials and put them on the site. If possible, use their whole names -- first-name-only testimonials seem less credible.

11. Check all links. As the site owner, you should check monthly for any broken links within your site and links to other sites. Nothing sends a customer off to a competitor more quickly than the frustration of encountering links that don't work. Have your Webmaster design an "error" page that helps customers get back on track if a page they bookmark marked no longer exists.

12. Simplify the purchase. Make sure your prices, shipping costs, discounts and return policy are clear and easily accessible. Keep order forms as simple as possible.

13. Make promises. Provide money-back guarantees as well as a privacy policy for your newsletter e-mail list or other offers. Note these clearly on your site.

14. Keep it safe. This may be obvious, but the best cyber-stores have the most secure purchase programs available. Most customers are savvy about buying online and won't risk a stolen credit card number or, worse, identity theft.