InterKan.Net

200 Southwind Place Suite #101
Manhattan, Kansas 66503

toll-free: (877) 565-0991
phone: (785) 565-0991
fax: (877) 551-8916
www.interkan.net

Introduction Questionnaire – Getting to know you…

Organization and Contact Information

Organization: _____   **Phone:** _____

Address: _____   Fax: _____

_____   Years in Existence: _____

_____   # of Employees: _____

Primary Contact

Full Name: _____   **E-mail:** _____

Existing web site or desired domain name: _____

About Your Organization

1. **Describe your organization, including product lines and/or services.**

   _____

   _____

   _____

2. **Who are your customers and what are their demographics? (age, income level, male/female, etc.)**

   _____

   _____

   _____

3. **What goals do you wish to accomplish? Check all that apply.**

   ☐ New site   ☐ Web redesign/new look   ☐ Provide products/services info

   ☐ Provide customer service ☐ Optimize for search engines   ☐ Keep customers informed

   ☐ Build online community   ☐ Improve site traffic/marketing ☐ Online services

   ☐ News/announcements   ☐ Advertising online   ☐ Sell products/services online

   ☐ Develop prospects/leads   ☐ Improve company communication ☐ Provide forms/documents

   ☐ Develop e-mail lists

   If you have another goal not listed above, please describe:

   _____

   _____

web sites   marketing   site hosting   IT consulting

Your Competition

4. List THREE web sites that relate to your business or goals. Include what you like and dislike about each.

Site #1 – http:// _____

      Likes: _____

      Dislikes: _____

Site #2 – http:// _____

      Likes: _____

      Dislikes: _____

Site #3 – http:// _____

      Likes: _____

      Dislikes: _____

Updates & Miscellaneous

5. How often will you need to update your site? (select one)

◯ Daily   ◯ Weekly   ◯ Monthly   ◯ Quarterly   ◯ Yearly

6. Rate your understanding of web development. (select one)

◯ Superb – Have built web sites as a profession
◯ Average – Have updated existing web sites
◯ Poor – Have just surfed the web

7. The content (text images, documents, product information, policies, etc.) that will make up your site is:

◯ ready to use as-is
◯ rough. I need help with proofing and finalizing.
◯ non-existent. I need help developing content from scratch.

8. Suggestions or concerns (i.e. looming deadline, long-term plans, extraordinary security issues, etc.)

_____

_____

9. How did you hear about us?

◯ Search Engine   ◯ Friend/Family   ◯ Word of Mouth   ◯ Phone book
◯ Other _____