

TripleGoldWeb - *Your Web Development Solutions Provider*

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Web Development Specification Survey

Needs Determination	
1. Why do you need a Web site? What is the goal for the site? How will your site generate or increase revenue?	
2. Is your business exclusively Web based or an extension of a brick-and-mortar business?	
3. Who is the target audience? Will your system be available to the public or used internally?	
4. How will you judge the success of the site?	
5. What is your timetable? How soon do you need to have site launched?	
Basics	
6. Have you registered a domain name? Do you have an existing site published?	Yes No (URL)
7. Will you need a host server?	Yes No
8. Will you need graphics design work or would you use an existing logo?	
9. Do you have pictures/images that will need to be added to your pages? Are they already in digital format or will you need someone to scan in pictures from a brochure or take new ones?	
10. Are there any published sites that you would like to model yours after? List.	
Site Features	
11. Will you need e-mail addresses? How many?	
12. Publish newsletters? Send bulk e-mail notices? How often?	
13. Post events calendar?	
14. Will you need a discussion board, live chat or live poll options? Explain.	

15. Will users order products, submit payments, view account history? Explain.	
16. If applicable, how many products or services will you need to list? What types of pictures, descriptions, specification, testimonials, etc. will you need?	
Advanced Features	
17. Will you need to collect and organize data from users? Explain database needs.	
18. Will you offer downloads? (audio, video, pdf brochures, applications, etc.) Explain.	
19. Are you interested in Flash or animated objects?	
Post Launch Activities	
20. What are your anticipated traffic levels? Are you looking to expand current customer base or just servicing an existing fixed base?	
21. How often will you need to update content, add new products, change images? Will you need someone to provide these services?	
22. What keywords would you like to get search engines to return results for you?	
23. FTP Host: Directory: Login: Password:	