

# **RAVEN5**

## **Web Development Questions**

Updated: October 18, 2024

To be completed by client when they are looking to develop a new website or re-develop an existing.

**A. Company Details**

1. Describe your target audience.
2. What is the purpose of the website?
3. What are your corporate core values and how do you express them to your visitors?
4. What makes you different from your competitors?
5. Why should people do business with you rather than your competitors?
6. Do you have specific company colors that need to be used?
7. Can you provide the Pantone numbers for your company colors? If so please provide.
8. Do you have any other materials that the site needs to match with in some way (brochures, press materials, etc.)? If so please provide.
9. What do you like most about your current website?
10. Is there any functionality or options on your current website that you plan to keep (other than the content)?
11. What are your top 3 frustrations with your current website?
12. Do you have social networks setup? (Facebook, Twitter, etc.) If so, please provide links.
13. Do you need social media set up for your business? If so, Facebook, Twitter, LinkedIn, Google+, Interest, Instagram, Snapchat, other?

**B. New Website**

1. What do your current competitors' websites have that you wish to have? Provide a list.
2. Are there any websites with designs that you like? Provide links.
3. What about those websites would you like to have incorporated into your website?
4. What types of things do you see on other websites that you really like?
5. What types of things do you see on other websites that you really hate?
6. Name the 3 things that are most important in the design of your new website.
7. Name the 3 things that are least important in the design of your new website.
8. Provide links to 3 websites that have your desired functionality.
9. Who is your current website hosted with (i.e. Google, GoDaddy)?
10. Can you provide usernames and passwords?
11. Who will be involved on your end in the development of the website?
12. Who or how will you be managing website upkeep?
13. Do you have a budget you are trying to meet?
14. Does your current web host meet all your new website's needs (space, bandwidth, databases, etc.)?
15. Do you plan on or need to move to a new host provider?
16. Do you need help finding the right web host?
17. Do you already have a URL you plan to use?
18. If not, do you need help selecting and registering a good URL?
19. What types of actions do you want your visitors to take on your website?
20. What is your time frame for total project completion?
21. Do you have a list of specific pages that you would like to include?

**C. Content / Approvals**

1. Do you have a tagline you wish to use or do you need help creating one for your site?
2. Do you have the content for the website or will content creation be a part of the scope of work?
3. How many pages of content will need to be developed?
4. Who will handle approvals of content?
5. Will there be any cross promotion of content within the site?
6. Please provide details on content cross promotion.
7. Will we be importing and formatting your content, or do you plan to do this?
8. Do you or your team need training for making website updates, content publishing guidelines, etc.?
9. Do you have any specific photos you plan to use?
10. Do you have the rights to use those photos?
11. Can you provide hi-res files to us?
12. Will we need to find stock photos and/or create any images for the website?
13. Will video or audio be a part of the new website?
14. Can you provide us the proper files or is creation of this content part of the scope of work?
15. How many videos or audio files will be added and/or created?
16. Do you have any other media or PDF documents that need to be incorporated, or will any need to be created?
17. What information must be on the home page?
18. What information must always be visible?
19. What features, sections or information do you want emphasized on the site?
20. How would you like that to be featured?

**D. Creative / Design**

1. Do you have a logo you plan to use or will one need to be created?
2. If you have one, can you provide the original artwork files?
3. Will you need a favicon created?
4. Will different sections of your site require different designs, layouts or coloring?
5. Will you be offering advertising on the site?
6. How should that be implemented?
7. Will any customizations need to be made such as optimizing for search, adding content overlays, customized wrappers, etc.?

**E. Development**

1. Do you require online chat features?
2. Will your visitors require any special needs (i.e., screen reader ready, larger fonts)?
3. Do you have any specific mobile requirements?
4. Multi-language support – Do you require your website to be developed in another language?
5. Are you supplying the translated copy or do we need to translate?
6. Do you have a content management system (CMS)?
7. Are you in need of an upgrade?
8. Do you have a preference for which CMS to use? (i.e., PLUJO (our CMS) WordPress, Joomla, Drupal, Concrete 5, Magneto, DNN, etc.)
9. If not, do you need help selecting the best CMS for your needs?
10. Does your site need a blog?
11. Are you looking for keyword optimization beyond the design/development?
12. If optimizing for search (SEO), what keywords/phrases would you like to use?
13. Will users need to log in to your site for any reason?
14. Do you need any password protected areas?
15. What kind of content will be put behind password protected areas?
16. How many web forms does your new site need?
17. What is the purpose of each?
18. How do you want the submitted info handled? (email, database, etc.)
19. Will you need an events calendar feature?
20. Do you need any social sharing features built in (tweet, like, +1, share, etc.)?

**F. Ecommerce**

1. Will you require e-commerce to be setup?
2. If so, how many categories and products will you have?
3. How many variations of products will you have? (i.e. sizes, colours, types, etc.)
4. Do you have full descriptions, images, shipping dimensions and weights of all products?
5. Which courier do you intend to ship with?
6. Will you offer in-store pickup?
7. Will you offer free shipping?
8. Do you intend to make use of coupons or coupon codes?
9. Whom will your e-commerce cater to? (US, Canada, Worldwide?)
10. Do you have a bank account setup for ecommerce? Does it accept CAD or US funds or both?
11. Do you have a payment system in place to handle online payments? (I.e. Stripe, PayPal) if so, pls provide account numbers.
12. Do you need us to setup a payment system for use with your site?
13. Can you provide us with the banking information for setup? We would also need a copy of the owner's official ID for verification with the payment system. (i.e. Driver's License)
14. Will you require shoppers to create and login to an account to make a purchase?
15. Would you like to have abandoned cart functionality? (i.e. shoppers will receive an email reminder about an item(s) left in their cart with an ask to complete purchase).

**G. Advanced Questions**

1. Do you have a completed site architecture for the new website or will this be part of the scope of work?
2. How many pages will the finished website be (estimated)?
3. Will you need multiple levels of access?
4. Do you need to be able to manage content publishing approval processes?
5. Will there be any third-party applications that need to be integrated?
6. Do you have any subscription services?
7. Do you use a third party for any part of subscription content delivery and/or payment?
8. Do you require printer friendly options?
9. Do you wish to employ any “content-on-demand” features (i.e., hidden elements that are made visible with certain actions)?
10. Do you need an internal site search feature?
11. Do you want contact phone numbers prominently displayed?
12. Do you require a database?
13. What specific functionality will it need?
14. Do you have a Google Analytics account? We'll need login & password for access.
15. Do you have any other specifications or need specific functionality that has not been addressed?



## **H. Things You Need to Know**

RAVEN5 develops websites for the WordPress platform.

We charge a monthly hosting fee invoiced on the 1<sup>st</sup> of each month.

Ecommerce setup includes setup with STRIPE for payment processing.

Shipping estimates as provided by Canada Post in Canada.

Additional services are available. Please contact [sales@raven5.com](mailto:sales@raven5.com) or 855-543-8345