Web Site Client Questionnaire

Please take your time and answer ALL of the questions. Web design and development is a collaborative process and needs your involvement in all stages.

Company: Portland Historical Tours	Contact: Instructor
1200 NW Naito Parkway	sales@portlandhistoricaltours.com
Portland, OR 97209	503-555-1234

Tell me about your Company.
Please give me a brief overview of the company, what you do or produce?
We are a tour company. We offer 3 different tours of Portland, OR. We've been in business for 33 years

What is the purpose of this site?
This section should include an overview of what the general purpose and goal of the web site is. Please check off the ones that apply to you.
✓ Explain your products and services
✓ Bring in new clients to your business
✓ Provide your customers with information on a certain subject
✓ Deliver news or calendar of events
✓ Sell a product or products online
• Provide support for current clients
• Create a blog that addresses specific topics or interests

Do you have a time frame or deadline to get this site online?
Within the next 8 weeks

How much are you willing to spend? *(If you don't have a budget please provide a range that you are willing to invest, or more importantly how much money you want to make from the site in the first year. Please keep in mind that a custom sites for small business can run in the low to mid four figures depending on what functionality and design you want.)*
$4000

Target market

Who will visit this site? Describe your potential clients. Young, old, demographics etc.
Our target market are people who are interested in seeing and learning more about Portland, OR. Since the tours are in Portland, OR we want to reach people who are either in Portland or will be visiting Portland.

Why do you believe site visitors should do business with you rather than with a competitor? What problem are you solving for them?
We have more years experience and we provide a more complete tour experience

What action(s) should the user perform when visiting your site?
- Call us
- Fill out a contact form
- Search for information about our tours
- Booka a tour

Do you have the written content and images/photographs prepared for these pages?
Yes, please see the site-assets.zip file I provided. It contains a Word doc and all the image, including logo we have for the site.

Is this a site re-design?
No

Are you going to need ecommerce or memberships?
No

Design

People are coming to your new site for the first time. How do you want them to feel about your company?
Like we are a professional tour company.

Are there corporate colors, logo, fonts etc. that should be incorporated?
The logo is in the site-assets.zip archive. We don't have specific corporate colors or fonts at this time. We want the site to look professional.

Is there a specific look and feel that you have in mind?
We want the site to look professional. Fonts and colors should be easy to read in all screen sizes.

Websites of your closest competition
Please include at least 3 links of sites of your competition.

1. http://www.travelportland.com/
2. http://www.portlandwalkingtours.com/
3. http://www.brewvana.com/

Marketing the Site
How do people find out about your business right now?
Word of mouth, phone book

Have you thought about how you're going to market this site?
No, what do you suggest?

Do you have any social network accounts setup? (Facebook etc)
No

Do you want links to those accounts on your site?

Do you have a mail service account? (Constant Contact, MailChimp etc.)
No

Will you want to build your mailing list and use it for advertising & newsletters?

Will you want printed materials (business cards, catalog, etc.) produced as well?
No

If someone were searching for your product/service, what types of search terms (single words or phrases) might they use?
Please make some suggestions.

Domain and Hosting
Do you already own a domain name(s)?
Yes. portlandhistoricaltours.com

Do you have a hosting account already? (This is where the computer files live.)
No

If yes, do you have the login/IP information?

If no, what name(s) would you like?

Maintenance
Will there be sections that need regular updating? Which ones?
Not at this time.

Would you like to be able to do most of the updating yourself?
Maybe in the future, but not for this project.

If you're planning on writing a blog do you already have several things written?
Not at this time.

Do you already write on a regular basis?
No

Are there any features/pages that you don't need now but may want in the future?
No