



Offer request for:

WEBDESIGN

In order to be able to make you an offer for the concept and implementation of your website, we need some information from you in advance.

With the help of this questionnaire, we can get an idea of your wishes and ideas for your new website.

Your information serves as the basis for the optimal and effective implementation of your website.

COMPANY / PERSONAL DATA

Company name:

Contact person:

Street, no:

Post code, city:

Phone number:

E-Mail:

1. Briefly describe the company/services/products:

GENERAL INFORMATION

1. What do you want to achieve with your new website?

- | | | |
|--|--|---|
| <input type="checkbox"/> sell products | <input type="checkbox"/> improve the image | <input type="checkbox"/> support the marketing concept |
| <input type="checkbox"/> expand the network | <input type="checkbox"/> inform the press | <input type="checkbox"/> providing information to customers |
| <input type="checkbox"/> offer more services | <input type="checkbox"/> contact with the customer | <input type="checkbox"/> increase customer satisfaction |
| <input type="checkbox"/> acquire new customers | <input type="checkbox"/> emphasize competences | <input type="checkbox"/> meet customers requirements |

TARGET GROUP

1. What main groups can your target group be divided into?

- | | | |
|--|---|--|
| <input type="checkbox"/> new customers | <input type="checkbox"/> existing customers | <input type="checkbox"/> regionally |
| <input type="checkbox"/> individuals | <input type="checkbox"/> mostly men | <input type="checkbox"/> mostly women |
| <input type="checkbox"/> authorities | <input type="checkbox"/> for kids | <input type="checkbox"/> big companies |
| <input type="checkbox"/> Other: _____ | <input type="checkbox"/> nationwide | <input type="checkbox"/> in whole Europe |

2. What age group does your target group belong to?

From ____ to ____ years

3. Identify 1 to 4 websites that you find particularly successful:

WWW. _____

WWW. _____

WWW. _____

WWW. _____

WEBSITE STRUCTURE

1. Have you already developed a navigation structure? ☐ YES ☐ NO

If available, add it as an email attachment.

2. What is the approximate scope of your project? circa ____ page/s

WEBSITE STRUCTURE

3. What service would you like to offer your customers?

- | | |
|--|---|
| <input type="checkbox"/> guestbook | <input type="checkbox"/> access map |
| <input type="checkbox"/> contact form | <input type="checkbox"/> forum |
| <input type="checkbox"/> photo galleries | <input type="checkbox"/> booking visits |
| <input type="checkbox"/> Other: _____ | |

4. Do you need an online store? ☐ YES ☐ NO

number of articles: _____

5. do you have the desired domain name?

Domain: www._____

CONTENT AND DESIGN

1. Which material is available in electronic form?

- ☐ pictures ☐ texts ☐ logos ☐ image files ☐ brochures etc.

2. Do you have any slogan or motto?

Slogan/Motto: _____

3. Is there a color that you associate with your company?

Color/s: _____

BUDGET AND PLANNING

1. What project budget have you planned?

- ☐ to 1'499CHF
 ☐ to 2'499CHF
 ☐ to 3'499CHF
 ☐ to 4'499CHF
☐ to 5'499CHF & more

2. Planned start of the project? from: _____ to: _____

3. At what intervals is an update likely to be required?

- ☐ everyday
 ☐ weekly
 ☐ monthly
 ☐ if necessary
☐ lack

ADVERTISING ACTIVITIES

1. What other advertising measures can we arrange to make your new website public?

- ☐ SEO
 ☐ Google ADS
 ☐ Facebook
 ☐ Instagram
☐ Other: _____

Questions

1. Is there anything else you would like to tell us?

Thank you for taking the time to answer our questions.

Save the survey, then send it back to
info@enigmaweb.ch.

Of course, you can also print the questionnaire and send it to us by post.

After sending the survey, we will contact you as soon as possible to
send you an offer.

Of course, we will treat all your information strictly confidential.