



*Step II:*

*At ORANOS, LLC we believe that it is important to get to know you, our customer, your business goals, and your target market before we can design a website especially tailored to fit your needs. We have assembled the following questionnaire so that we can gain an insight into what you like as an individual, group, or company and what your customers might like. We also will find out what types of goals you have for the site and what functionality you might require. Please answer all questions thoroughly and skip any that are irrelevant. When complete, please e-mail the form to [customerservice@oranosdesign.com](mailto:customerservice@oranosdesign.com) or postal mail to:*

*ORANOS, LLC  
PO Box 421  
Jenks, OK 74037*

*ORANOS: Committed to assisting small businesses grow through the use of the Latest Technology, Innovative Designs, Great Customer Service, and Highly Competitive Prices.*

## GENERAL INFORMATION

1. Company Name and company logo:
2. Contact Name:
3. E-mail address:
4. Phone Number:
5. Address:
6. Billing address (if different):
7. Who makes the final decisions (one person, group, board of directors):
8. Current or desired website address:
9. Do you own this URL?
10. Describe your organization (fifty words or less) and provide a mission statement:
11. Years in business:
12. How did you hear about us (we'd like to thank whoever referred you):

## PROJECT – GENERAL INFORMATION

1. Provide a brief description of your company's product, service, concept, and physical region of you would like to do business in.
2. Expected timeframe or deadline.
3. Desired budget/range?
4. What is the primary goal(s) for this project?
5. Who is your main competition and what do you do better and/or different than them?  
Please comment on your competitor's advertising campaigns and what you like/dislike about them.
6. Describe your target audience. Age, sex, level of income, level of education, etc:
7. What will you consider a successful project (sales increase, brand recognition, site visitors, etc...)?

8. Do you have content ready for the project? If not, do you need help gathering photos, ideas, or copy writing?

## **PROJECT – DESIGN**

1. How do you want visitors to describe your project? List as many descriptive words as possible. For example: efficient, warm, friendly, expensive, exciting, reliable, etc.
2. How do you want someone to react the first time they see the project?
3. What do you think is the most important aspect of your project? What should people notice first?
4. Do you have official branding guidelines that must be adhered to (colors, logotype, font)? What are these?
5. Do you have photos ready for the design or do you need photography or stock photos?
6. Please list a few designs, if any, that you like or dislike and what exactly you like or dislike about them.

## **PROJECT – WEBSITE**

1. Do you need hosting? If not, please list your current hosting company and the package you have with them.
2. Do you need advanced Search Engine Optimization or Search Engine Marketing?
3. Please give the approximate size of the website in number of pages and the types of pages. If you have an outline for the site, please include it.
4. Does your existing site use a content management system? If so, which one? And if not, is this something you have considered?
5. Will your site have a shopping cart, blog, social networking, flash video, audio, or other types of advanced design features? Please list all desired features.
6. If you have an existing site, do you want to incorporate it into your new site? If so, how many pages and forms does your site have? Are they all stored in a database?