



Vieth Consulting, LLC

website services for organizations
www.viethconsulting.com

11973 Sweetwater Drive, Suite #A3
Grand Ledge, MI 48837
1-800-336-3008
Fax: 1-517-622-3090 x110
ccvieth@viethconsulting.com

Association Website Questionnaire

This questionnaire has been developed to be a starting point for people who are interested in having a website developed. Please take some time to think about the questions and give us your best answers. Thank you!

I. General Information

Organization Name:

Domain Name (preferred): www._____

Contact Name:

Contact Phone:

Contact Email:

II. Goals

What are your goals in building a website (rank each on a scale of 0-5, 0 being of no importance, 5 being the most important)

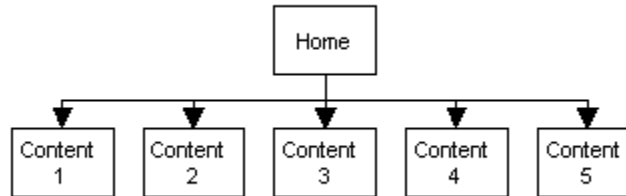
	Promote Membership
	Promote Fundraising
	Improve Communication
	Further the organization's goals:
	Establish a web presence
	Experiment with web-based marketing
	Other:
	Other:

III. Content

In this section, we'll determine the content of your website. Most sites for small and medium-size organizations are very simply structured. A single home page with general content that links to several content pages with



more specific information. Here's a sample 'site-diagram' that illustrates this...



A. Home Page

Home – the home page is the first part of the website that a visitor will see. It is important to have the home page focus on delivering information related to the primary purpose of the site. If the primary purpose is membership, it should focus on delivering a membership sales pitch...providing information on why a prospective member should get involved.

Vieth Consulting recommends making a homepage somewhat 'busy'. Include information on what the organization is, why the viewer should join/donate, what some of the current events/projects are. This can lead to the greatest chance of a first-time visitor finding something of interest, prompting them to learn more.

Vieth Consulting can take the information from this section (home page) and the following section (content pages) and make recommendations on what information to include in the home page and how it can be laid out to your advantage.

Most website home pages contain some basic elements. It's likely that your website will include:

1. Logo (supply to us in electronic form if possible)
2. Organization Name (exactly as you would like it to appear):

3. Tag Line (a Slogan or Motto if available):



Vieth Consulting, LLC

website services for organizations
www.viethconsulting.com

11973 Sweetwater Drive, Suite #A3
Grand Ledge, MI 48837
1-800-336-3008
Fax: 1-517-622-3090 x110
ccvieth@viethconsulting.com

4. Attention-Getter:

A primary section of the home page, promoting the organization or one aspect of it. It's often related to the tag line. Sometimes, a general description of the organization or a membership sales pitch will work very well.

What is the most important thing you want to communicate within your website?

5. Brief Description:

If not a part of the attention-getter, a brief description of the organization is included. Please include a brief description below or send separately.

6. Additional Home Page Features:

Calendar of Events (small version)

News Feed

Quick Links

Welcome Message

Slide Show

Log-In Form (added by default, ask if you'd like it removed)

Search

Social Networking Buttons

If yes, list URL's:



Vieth Consulting, LLC

website services for organizations
www.viethconsulting.com

11973 Sweetwater Drive, Suite #A3
Grand Ledge, MI 48837
1-800-336-3008
Fax: 1-517-622-3090 x110
ccvieth@viethconsulting.com

B. Content Pages

The content pages are where the more detailed information will be presented. To determine what content you will have on your website, we have a couple of methods:

B1. Outline

If you already have a website, you may want to supply an outline or list of your existing website pages, then make notes about the pages you would like to remove/add/change/merge/split.

Or

B2. Worksheet

If you do not have a website already, or want to start from scratch... below are some common content pages for associations. Please indicate the pages you would like to include in your site as well as any additional pages you have in mind.

- About Us / Profile
- Mission/Vision Statement
- Contact Info
- Membership / How to Join
- New Member Registration
- Newsletter
- Classified Ads
- Job Board
- Member Directory/Search
- Board List / Staff List
- Calendar of Events

If using the calendar, How many events on average do you have per month?: _____



Vieth Consulting, LLC

website services for organizations
www.viethconsulting.com

11973 Sweetwater Drive, Suite #A3
Grand Ledge, MI 48837
1-800-336-3008
Fax: 1-517-622-3090 x110
ccvieth@viethconsulting.com

_____ Projects / Committees

_____ News

_____ Documents

_____ Photo Album

_____ Store

_____ Donations

_____ Links

_____ Message Boards

_____ Members' Area

IV. Promotion

One of the most critical aspects of having a site developed is making sure that once your website has been completed, it will receive visitors or 'traffic'. It's a good idea to include your web address in your business cards, letterhead, brochures, newsletters, and other promotional materials. However, the primary way most people and prospects will find you is via search engines such as Google, Yahoo, and Bing.



Vieth Consulting, LLC

website services for organizations
www.viethconsulting.com

11973 Sweetwater Drive, Suite #A3
Grand Ledge, MI 48837
1-800-336-3008
Fax: 1-517-622-3090 x110
ccvieth@viethconsulting.com

At a minimum, this involves registering your website with the free-submission search engines. This is a service included with your website development package. For most organizations, this will suffice. But for others, specifically if they have significant competition, it may be worth investigating pay-per-click advertising (example: Google AdWords).

The following are some questions that can help us determine the most effective way to accomplish the promotion of your website via search engines:

1. Who is the audience? List the types of people who would be looking for your organization's website. These might be prospective members looking for membership information, donors looking for more info on what you do, vendors & suppliers you work with looking for contact information, etc.

Describe your Audience:

2. Name(s) of your Organization. Although this may seem obvious, what's needed here are the different variants of the name. For example, the Anytown Civic Club might be searched for on the web as "Anytown CC", "Anytown Civic Club", "ACC". All of these would be valid references.

Organization Names:

3. Search Phrases. These are the primary phrases that someone might use to find your organization. Think in terms of your audience, the focus of your organization, the services you offer, what people are searching for when they are searching for your organization. (Example: for the Des Moines Jaycees, some phrases might be "leadership training", "community service", "meet people", "have fun", "haunted house", "easter egg hunt", etc.)

Search Phrases:

4. Geographic Area. If your organization has a local focus, what word(s)/phrase(s) describe the area you service/represent?



Vieth Consulting, LLC

website services for organizations
www.viethconsulting.com

11973 Sweetwater Drive, Suite #A3
Grand Ledge, MI 48837
1-800-336-3008
Fax: 1-517-622-3090 x110
ccvieth@viethconsulting.com

(Examples: Ingham County, Lansing, Michigan, Mid-Michigan,
Spoooner Street)

Geographic Area(s):

V. Style

In order to identify your design tastes, please indicate your preferences in the following categories.

Design Category (choose one)

Corporate
Conservative
Community-Minded
Relaxing/Welcoming
Technical/Digital
Political/Patriotic
Fun/Whimsical
Hip/Trendy
Playful/Childlike
Other: _____

Colors

Does your organization have specific colors?
If so, what are they?-

If not, do you prefer Cool colors (blue, indigo, green)
or Warm colors (red, brown, rust)?-

Navigation Bar (choose one)

Vertical navigation bar

Leaves room for lots of menu options, but takes up a lot more screen 'real-estate'. This approach is good for medium-size organizations with lots of small interest groups, divisions, sub-groups, etc.

Horizontal navigation bar

Leaves a very sharp-looking design. Typically, this is a safe choice for most organizations.

Model Sites



Vieth Consulting, LLC

website services for organizations
www.viethconsulting.com

11973 Sweetwater Drive, Suite #A3
Grand Ledge, MI 48837
1-800-336-3008
Fax: 1-517-622-3090 x110
ccvieth@viethconsulting.com

A very effective way to determine what kind of style you want for your website is to search for similar organizations on the web and look at their websites. Pick the layouts, features, and visual elements that you find appealing and make a list of them. Think in terms of A) layout, B) colors, C) content/features, D) images, and E) ease of use

Existing websites that you like, and why:

- 1.
- 2.
- 3.
- 4.

VI. Materials to supply

These are items to include that will make it easier for Vieth Consulting to develop your site in a timely and cost-effective manner.

Organization Logo

Provide in an electronic format – jpg/gif/png/pdf.

Organization Photos

If you want to include photos of members, events, projects; please provide in an electronic format – jpg/gif/png.

Primary Contact

During development, it makes the communication easier if our staffers can work through a single point of contact within your organization.

Name: _____

FTP username/password for your current website

You can get this from your current developer or website host. We need this to create a backup of your current site before going live with your new site

User: _____ Pass: _____

Domain Name Registration Access



Vieth Consulting, LLC

website services for organizations
www.viethconsulting.com

11973 Sweetwater Drive, Suite #A3
Grand Ledge, MI 48837
1-800-336-3008
Fax: 1-517-622-3090 x110
ccvieth@viethconsulting.com

When we implement your new site, we will need the registration username/password to update your domain to point to our servers. If you don't know who this is, we can help you track it down.

Registrar (godaddy, dotster, etc): _____

User: _____ Pass: _____

Email Accounts/Forwards

We need to know all the email addresses that are currently in use with your domain name, so we can make sure no one misses an email during transition.

VII. Costs for Development

Costs for a website break down into three areas:

- A. Domain Name Registration (ex: www.yournamehere.com)
\$12/year
- B. Website Hosting/MMS service – this service provides space on a web server for your pages to reside as well as our Membership Management System that allows you to manage members, update your website, and more. **starting at \$80/month** .
(MMS Lite, if you don't plan on using member billing or event registration, is available for \$40/month)

C. Development Costs

This includes the graphic design of your website, initial setup and integration with the MMS. We have a variety of basic **packages starting from \$900**, go to <http://www.viethconsulting.com/developmentoptions.php> for more details on these packages.

NOTE: If you have needs beyond existing MMS features, custom programming charges may apply. (Ask us for details)

D. Custom Programming

If your website has unique features that require custom



Vieth Consulting, LLC

website services for organizations
www.viethconsulting.com

11973 Sweetwater Drive, Suite #A3
Grand Ledge, MI 48837
1-800-336-3008
Fax: 1-517-622-3090 x110
ccvieth@viethconsulting.com

programming beyond what the MMS provides, this is billed at an
(median) rate of **\$115/hour**.