Checklist and customer survey for projects

The questions do not all have to be answered, but serve as a guideline for a customer survey about the project.

Relevant questions can be answered.

1. Requirements

- You want a website create, modernize or correct!
- The website should be created professionally by a freelancer!
- It's content, graphics, text available!

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2. Technique

- . A web server and a domain must be rented or is available.
- Suitable provider ise.g. www.All-inkl.com, IONOS
- A content management system must be installed (e.g. Wordpress, Typo3, ...).
- Access to the content management system is required.

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3. Web Content - Checklist content

- What content is needed?
- How should the content be structured?
- Is there already content (text, images, etc.) that can be used?
- Does content need to be rewritten/adjusted?
- Who creates the content?
- Do external copywriters, photographers, etc. have to be brought in?
- Who checks the content for quality?
- Who puts the content into the site?
- · Who updates the content?

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4. Web Design - Checklist design

- Do you already have advertising material?
- Do they have a uniform design?
- Are there certain graphic elements that come up again and again?
- Does the design have to be considered, or are there other design guidelines?
- What does the competitor's corporate design look like?
- Are there any design wishes, ideas of the customer?
- Which colours/colour combinations, images, typography could suit the customer?

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5. Company - Strategy checklist

- What are the strengths and weaknesses of the company?
- What are the focal points?
- How is it different from other companies?
- How is the company positioning itself?
- Does a corporate design already exist?
- Which communication measures have been implemented so far?

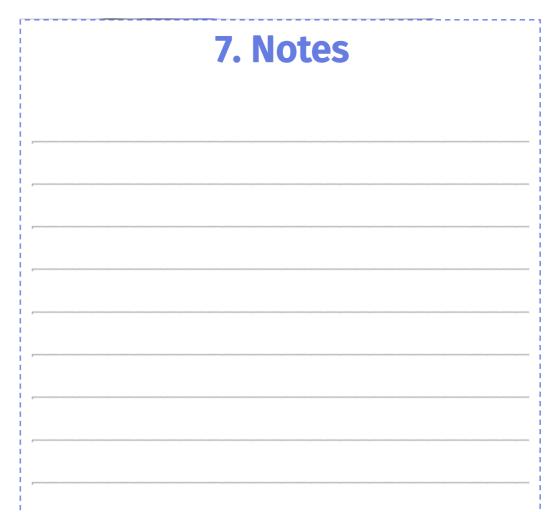
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6. Timeframe - Checklist Goals

- In what time frame should the project be completed?
- Is there a fixed deadline by when the project definitely has to be finished?
- . Are there important milestones?
- What quantitative and qualitative goals are being pursued?

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Bilke Web- und Softwareentwicklung Hanauer Landstrasse 291 B 60314 Frankfurt am Main

Mobile: +49 174 849 3008

Mail: info@dominic-bilke.de

Web: www.dominic-bilke.de

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