

eCommerce Questionnaire Form

Project Name: Give your project a title!

Your name: Tell us who you are!

Your email: The one you check all the time!

This project will be: Indicate your selection by entering either a Y or N

Replace existing website

OR Building new site from scratch

What is the website's domain name (www.)

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General Site Information

We need to have a general idea of the site's design and architecture, in this section you will tell us about the theme (if you have selected one) as well as about the general features the site requires.

Theme

If you have selected a theme please indicate with a link to it below – make sure the theme is responsive if you wish the site to have default mobile compatibility! (ie. <http://Themeforest.net> or <http://TemplateMonster.com> – NOTE: *there are many other places to purchase Wordpress Themes – these are just 2 examples*).

Non Ecommerce-Pages (these are standard pages which are not part of the ecommerce portion of the site (ie. About Us, Contact Us, Our History...))

Tell us how many pages the site will have (if you don't know how many, make an educated guess – and always guess on the high-side of number of pages – NOTE: if you provide a number that is low, understand you will be charged for additional pages).

If you know the Non Ecommerce-Pages (specifically) to be included in the new site, provide them below:

Non-Ecommerce Features & Functionality

Please tell us what features the site will require – indicate with a Y or N all that apply

Homepage Slider (images that scroll)	
Event Calendar (indicate number needed)	
Blog/News	
Photo Galleries (indicate number needed)	
FAQs	
Testimonials	
Is there an Extranet/Membership Component?	
Social Media Chicklet Integration (ie. Icons)	
Social Media Feed (Twitter)	
Social Media Feed (Facebook)	
Social Media Feed (YouTube)	
Social Media Feed (LinkedIN)	

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Additional Functionality

Tell us about all additional functionality the site will require, please be as descriptive as possible as this may influence the quote price of the site substantially.

Ecommerce Specifics

How Many Product Categories?

How Many Products Total?

Rough Average Number of Products per Category?

Describe the Most Complicated Product – specifically (ie. the most complicated product is a ball cap. Users need to select color and size).

Describe the Least Complicated Product – specifically (ie. the least complicated product is a pack of gum. Users need to select quantity (number of packs) they want to buy).

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Does the Client have Product Information readily available? Meaning: do they have all product images, product descriptions, product variations (such as colors, sizes), SKUs, and any other product information they want to see for their products in a digital format?

Does the client have any experience with Ecommerce?

Which gateway will the Client be using (gateway = payment processing solution)?

Choose One (1) of the following:

Authorize.net OR PayPal Web Payments Pro OR other

Note: If other, please specify which payment gateway and tell us all you can about it.

What kind of products are these?

- 1) Virtual (that do not need to be shipped)**
- 2) Physical (that need to be shipped)**
- 3) Downloadable (after they buy the product, they can download it)**

Enter all that apply

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If Physical Products, what shipping providers does the Client use?

- 1) USPS
- 2) UPS
- 3) FedEx
- 4) Products are shipped at a Flat Rate

Enter all that apply

Customer Status

In order for us to appropriately quote this project and gauge the degree of seriousness and urgency of the project itself, we would like to have answers to the following questions.

Is there a budget in place at this time?

If so, provide \$ Amount

Have you verbally spoken to this prospect?

Yes or No

What is the estimated timeframe you expect to close the sale?

What is the source of this lead?

How would you rate the quality of this lead?

1 being very poor and 10 being extremely excellent