



Web Communications

University of Missouri-Columbia

265 McReynolds Hall
Columbia, MO 65211

PHONE 573-884-8075
FAX 573-884-8074
E-MAIL webcom@missouri.edu
webcom.missouri.edu

WEB SITE CONSTRUCTION SURVEY

This survey will provide valuable information that will be used throughout the initial phases of your Web site project. Please take time to answer the questions below as carefully as possible. Be sure to share this survey with anyone who will be involved with this project.

1. What type of services does your department provide? How will this Web site complement the vision or strategic plan for your department?
2. Who will you serve with this site? Be specific. List a primary (largest and/or most important) audience and any secondary (smaller, list important) audiences. What do you feel is your biggest challenge in getting your vision across to each of these groups?
3. Briefly, what are your marketing goals for the next two years? How will this Web site help meet those goals?
4. Do you have an existing or planned marketing strategy in mind to promote this site? Please provide any materials that support this strategy.

16. Will you have database functions? Do you already have a database in place? Please describe in detail, including the type of programming language used (i.e. Oracle, MySQL, etc.) and the server that is housing the database. If applicable, also list the programming language used for any existing Web applications (i.e. Perl, PHP, VBScript).

17. Will you need any secure transactions? If so, please describe in detail.

18. How are you maintaining your current site, and how well is it working? How do you intend to keep the new site updated? How often will it be updated, and who will be responsible for updating and providing content?

19. Who are the primary contacts for your project, and who has final power of approval? Please list names, titles, e-mails and phone numbers. Also, indicate specific areas of the site or project for which this person has approval authority.

20. What would be the best launch date for this site? Is there an "event" planned to coordinate with the launch?

21. What is your current site's URL (i.e. english.missouri.edu)? Where is this account located? Where will the new site be located?

22. What are your budget limitations? Can this project be completed in phases to help you meet your goals? What are the critical elements necessary for the first phase of the project?

Additional Notes/Comments/Questions: