



Website Qualifying Questions

Date	
Prepared by	

Key Client Details

Item	Response
Organisation Name	
Client Name	
Title	
Email	
Phone / Mobile	
Names of other key stakeholders and their roles	
Website URL	

Organisational Background

Item	Response
Please provide an overview of your organisation, who you are, your mission and what you do.	
Do you have an organisational strategic plan that you can share?	
What role does digital play in your organisation currently? What role will it play in future?	
Who is the competition or similar organisations to yours?	



Website Qualifying Questions

Project Background

Item	Response
Please provide an overview of the project including 3 objectives of the website for the organisation.	
What are the goals and objectives of the project?	
What are the key milestone dates in the timeline for the project from vendor selection through to project completion?	
What is the allocated budget for this project? (mandatory)	
How many other agencies are you speaking to about this project?	
What is your evaluation criteria for the vendor? (e.g. solution and technical orientated or something else)	



Website Qualifying Questions

Project Requirements

Item	Response
Do you have a specific CMS that you wish to work with or are you open to all options? NOTE: Marlin only works with WordPress CMS.	
Approximately how many pages and blog posts are available on your current website?	
Do you require integrations with your CRM, payment gateways and eCRM? Please list out all that apply.	
Are there any requirements for integrations with other third party tools/platforms? Please specify each.	
Do you require functionality to accept donations?	
Do you require event listing and booking functionality?	
What forms are currently present on your website? How do they integrate with your other systems (if applicable)?	
Do you require a blog? If yes, how many blog articles will need to be migrated over to the new website?	
Does the organisation do DIY and community fundraising? If yes, which platform do you use (i.e. Funraisin or Raisely)?	
If the organisation does service delivery are there any specific requirements required for the delivery of services on the website?	
Please provide examples of other websites that you like and why.	