



Thank you for trusting the team at Etna Interactive to help portray your practice online. Years of experience and hundreds of successful projects have led us to develop this short survey. A few minutes spent now to fill this out will mean a shorter, more productive kick off and richer, more relevant design.

When responding to these questions, please picture in your mind your "typical" patient and the image you wish to convey in your local market

Your name: \_\_\_\_\_

Date completed: \_\_\_\_\_

## Describe the Practice

Briefly describe your office style & décor:

What are the predominant colors in your office?

Describe your geography (rolling hills, lakes, high desert, etc.):

What are the most recognizable landmarks in your market? (buildings, monuments, etc.):

## Describe Your Average Patient

Age range:

Under 25    25-35    35-45  
 45-55    Over 55

Gender Mix:

Current:    \_\_\_ % F/    \_\_\_ % M  
Desired:    \_\_\_ % F/    \_\_\_ % M

## Describe Your Image

If you have color preferences, or a vision for the palette of your new site, describe below: *(consider tearing pages from a magazine or grabbing paint chips from a local hardware store. Label color samples clearly & include them in your reply by postal mail.)*

Do you have a photo or illustration that you use consistently in your other marketing materials? If yes, include the highest quality copy of that image in the collateral you gather and return to our office:



## Locate Design Samples

Search the Web for sites that you find attractive and compelling. We recommend you look at sites outside your industry and far from your local market. The sites you find need not be perfect, you may like the colors used in one, the general layout of another and the use of photographs in a third. Note the addresses of the sites you like in the boxes below and describe what attracted you to each.

Example:

Web address:  
**www.adrianyimd.com**

Describe what you like or dislike about this site:  
**I like the layout, things are easy to find**  
**I really like the big bold images of people**  
**I like that it could appeal to men or women**  
**I do NOT like the colors**

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