



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?

Adjectives you would use to describe your brand / practice:

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

Ethnicity:

Most Common Procedure:

Lifestyle:



Describe Your Brand Aesthetic

What are your likes & dislikes of your current site?

Do you have any offline advertising? If so, what? Do you have examples?

Are your brand colors solidified or are you open to new color palettes? If you are open to new color palettes, how would you describe the palette you would like to see?

Are there any assets on your current site you would like to retain? If so, which ones?

Do you have any high resolution patient photos that you would like used on the new site? If so, which ones?

How would you describe your brand's stock imagery style? (High fashion/editorial, aspirational body-types, real-people/lifestyle, etc.)

What are the 3 specific areas you would like your homepage to focus on? (top procedures, About page, Facility/office, etc.)