Website Design Questionnaire

Please take your time and answer as much as you can. Web design and development is a collaborative process and needs your involvement in all stages to make sure you get the best possible product.

Company	Contact
Address	Email
City, St, Zip	Phone#
Phone#	
Website address – or desired Domain(s)	

Tell me about your Company.
Please give me a brief overview of the company, what you do or produce?

What is the purpose of this site?
This section should include an overview of what the general purpose and goal of the web site is. Please put an X next to the ones that apply to you.

- Explain your products and services
- Bring in new clients to your business
- Provide your customers with information on a certain subject
- Deliver news or calendar of events
- Create a blog that addresses specific topics or interests
- Sell a product or products online
- Provide support for current clients

Do you have a time frame or deadline to get this site online?
(If you have a specific deadline, please state why.)

How much are you willing to spend? (If you don't have a budget please provide a range that you are willing to invest, or more importantly how much money you want to make from the site in the first year.)

Target market
Who will visit this site? Describe your potential clients. Young, old, demographics etc.

Why do you believe site visitors should do business with you rather than with a competitor? What problem are you solving for them?

What action(s) should the user perform when visiting your site? Please put an X next to the ones that apply to you.

- Call you
- Fill out a contact form
- Fill out a quote form
- Sign up for your mailing list
- Search for information
- Purchase a product(s)

Content

What are you offering? Make a list of all the sections/pages you think that you'll need. (Samples below are just an example to get you started, please fill this out completely.)

Page	Content Notes
Home	
Contact Us	Form needed

Do you have the written content and images/photographs prepared for these pages?

If not, will you need copywriting and photography services?

Is this a site re-design?

If yes, can you please explain what is working and not working on your current site?

Are you going to need?
- Ecommerce (sell products)
- Membership of any kind

Are there any additional features that you would like for your site or things that you would like to add in the future? Please be as specific and detailed as possible. The more we know now the better we can plan for the future.

Design
People are coming to your new site for the first time. How do you want them to feel about your company?

Are there corporate colors, logo, fonts etc. that should be incorporated?

If you do not already have a logo, are you going to need one designed?

Is there a specific look and feel that you have in mind?

Websites of your closest competition
Please include at least 3 links of sites of your competition. What do you like and don't like about them? What would you like to differently or better?
1.
2.
3.

Websites that we like
Along with putting down the site address, please comment on what you like about each site, i.e. the look and feel, functionality, colors etc. These do not have to have anything to do with your business, but could have features you like. Please include at least 3 examples.
1.
2.
3.

Marketing the Site
How do people find out about your business right now?

Have you thought about how you're going to market this site?

Do you have any social network accounts setup? (Facebook etc)
Do you want links to those accounts on your site?

Do you have a mail service account? (Constant Contact, MailChimp etc.)
Will you want to build your mailing list and use it for advertising & newsletters?

Will you want printed materials (business cards, catalog, etc.) produced as well?

If someone were searching for your product/service, what types of search terms (single words or phrases) might they use?
Please list all the possible search terms you can think of.

Domain and Hosting
Do you already own a domain name(s)? (mysite.com)
Do you own your domain and know where it is registered?
Do you have a hosting account already? (This is where the website files live.)
If yes, do wish to stay where you are hosting now?

Maintenance
Will there be sections that need regular updating? Which ones?

Would you like to be able to do most of the updating yourself?

If you're planning on writing a blog do you already have several things written?
Do you already write on a regular basis?

Are there any features/pages that you don't need now but may want in the future? Please be as specific and future thinking as possible.