

## Website Client Questionnaire

Please take your time and answer ALL of the questions. Web design and development is a collaborative process and needs your involvement in all stages.

| Company                                | Contact  |
|--|--|
| Address                                | Email  |
| City, St, Zip                          | Phone#   |
| Phone#                                 | Are there other decision makers? Please specify. |
| 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 (OR) Bold Fonts.

- 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.)

### **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 (OR) Bold Fonts.

- 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)



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?

### **Domain and Hosting**

Do you already own a domain name(s)? (www.mygreatsite.com)

Do you have a hosting account already? (This is where the computer files live.)

If yes, do you have the login/IP information?

If no, what name(s) would you like?

### **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.