

Web Site 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 or organization name:

Address:

Website address – or desired domain(s):

Contact details

Email:

Phone:

Are there other decision makers? Please specify.

How did you hear about us?

Before we start...

Before you tell me about you and your business, let me explain a bit about how we work:

- We're a big believer in your participation and training. Our expertise is in building a beautiful, functional site, designed for your specific needs. We will create the structure, but for the most part, you will need to add the content to the pages once we've trained you. We will be there for every step and guide you, but there is no point in having a content management system if you don't know how to login, edit and add content. This will mean an initial time and training commitment on your part.
- All sites will be built to be "responsive" so that they work on smaller screens – tablets and mobiles.

Tell me about your company or organisation.

Please give me a brief overview of the company, what you do or produce?

Type on here please

What is the purpose of this site?

This section should include an overview of what the general purpose and goal of the website is. Please put an **X** next to the ones that apply to you. You want the website to:

- 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.)

Type on here please

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. Please keep in mind that most custom sites for small business will run in the mid four figures.)

Type on here please

Target market

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

Type on here please

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

Type on here please

What calls-to-action should appear on your site – what do you want them to do? Please put an **X** next to the ones that apply:

- 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?

Type on here please

(Please note that before any real design work or site construction can begin, an outline of the content and preferably all or some of the content will be needed – particular any specific images, logos and copy that is part of the vital messaging.)

Are you willing to commit time/effort into learning how to use the website's admin area and edit/update your site?

Type on here please

Is this a site re-design?

Type on here please

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

Type on here please

Are you going to need?

- Ecommerce (sell products)
- Membership of any kind
- Client/member login area to access custom information or features

Type on here please

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.

Type on here please

Design

People are coming to your new site for the first time. How do you want them to feel about your company? Design is vital – it's the sales person on your business when you can't be there. It has to speak the right message from the first moment.

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

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

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

Type on here please

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, colour 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?

Type on here please

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

Type on here please

Do you have any social network accounts setup? (Facebook, Twitter etc)

Type on here please

Do you want links to those accounts on your site?

Type on here please

Do you have a mail service account? (Constant Contact, MailChimp etc.)

Type on here please

Will you want to build your mailing list and use it for advertising & newsletters?

Type on here please

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

Type on here please

Search engines and being found on Google

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.

Describe your typical customer/client in a short description (who are they and what do they do?):

Domain and Hosting

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

Type on here please

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

Type on here please

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

Type on here please

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

Type on here please

Maintenance

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

Type on here please

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

Type on here please

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

Do you already write on a regular basis?

Type on here please

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.

Type on here please

Is there anything else that you want to tell us but you're not sure where it should go on this form?

Type on here please

You're done! Thank you.

There, that wasn't too bad, was it? Made you think though, hasn't it?
Well, it's now over to us to find the best solution for you and price it up.