

Web Site Client Questionnaire

The following questionnaire will help me estimate the timeline and cost of your project. The success of this undertaking directly depends on clearly establishing your project vision and goals. It is important that you answer all applicable questions thoroughly.

Contact Information:

Company:	Contact Person:
Address:	Email:
City, St, Zip:	Phone:

Domain & Hosting Information:

Do you already have a domain? ___ Yes ___ No If yes, please complete the domain to the right.	http://www.
If no, please list your top three choices:	1. 2. 3.
Do you already have hosting for your site?	___ Yes ___ No
If yes, can you provide the login and access information?	___ Yes ___ No

Design Preferences:

In this section, I would like to know a little more about your design preferences. The sites you list below, will help me to better develop the look and feel of your website. Please specify with as much detail as possible ex: layout, colors, elements, features, fonts, etc.

Sites I like:

Site 1: http://	Reasons:
Site 2: http://	Reasons:
Site 3: http://	Reasons:

Sites I dislike:

Site 1: http://	Reasons:
Site 2: http://	Reasons:
Site 3: http://	Reasons:

Sites of my competitors:

Site 1: http://	Reasons:
Site 2: http://	Reasons:

Content:

Typically the content for your website is provided by you, the client. This includes, text, photographs, videos, logo, etc. This content will need to be provided to me before I begin designing and developing your site.

Does your company have a logo?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, can you provide it in electronic format?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If no, would you like me to design one for you?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Will you need a CMS (content management system) such as WordPress?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If no, do you have someone who can regularly update your site with HTML, CSS, Javascript, etc?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Project Timeline & Budget:

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

When would you like this project completed? (If you have a specific deadline, please state why.)	
What is your budget?	\$
How much would you like to make in one year after the completion of this website?	\$

Tell me about your Company:

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

Where do you see your business one year from now? 5 years? 10 years?

Your future goals and aspirations of your business will greatly help me determine what is best for your site not only currently, but in the future as well.

Why are you moving forward with this project now?

Are you currently experiencing a problem that needs to be resolved? If so, what is the single most prominent and pressing problem you are currently experiencing.

What are the goals for this site?

This section should include an overview of what the general purpose and goals of the web site are. *Please be as specific as possible.*

What would meeting these goals do for your business?

Please describe your best-case scenario.

Why do you believe site visitors should do business with you rather than with a competitor?

What problem are you solving for them?

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
- Mailing List
- Etc.

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 as possible.

What kind of visitors are you trying to attract (income, age, interests, gender, demographic, etc.)?

Please do not skip this question, as it is vitally important.

What actions do you want visitors to take?

Are you selling products? Read your blog and content? Signup or register for an account? Fill out a contact form, provide their email addresses, etc.?

Please list the various sections/pages that you think you will need for your site.

Home Page, Contact Page, Blog, Location, Photo Gallery/Portfolio, etc. Please also list the content of these pages in *as much detail as possible*.

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

Do you write on a regular basis?

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

How do you want first time visitors to feel about your company?

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

If someone were searching for your products or services, what types of search terms (single words or phrases) might they use?

How do people find out about your business right now?

Are you currently active on social media?

What social media accounts do you use? Are you looking to expand and market your company through these channels?

Will there be sections that need regular updating?

Which ones?

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

Why did you come to me specifically for this project?

What was it about me that made you interested in my services? Why do you think I am the right person to help you with your project?

Please provide any additional information you think I should know.

If you are hesitant as to which information is important, please put it down. Too much information is better than not enough.