



WEB DESIGN QUESTIONNAIRE

COMPANY

Company Name: _____

Contact Details:

Contact's Name: _____

Contact's Position: _____

Phone: _____

Email: _____

Describe Your Business in a Few Sentences:

What Services and/or Products Do You Offer?

Describe Your Target Market:



WEB DESIGN QUESTIONNAIRE

NEW WEBSITE GOALS

Do You Want to Build a New Website or Redesign an Existing One?

Do You Have a Preference of Platform for Your Site? (e.g., WIX, Squarespace)

What is the Primary Purpose/Goal of Your Site? (e.g., Share information, services, sales)

What is the Secondary Purpose of Your Site? (e.g., Share information, services, sales)

Describe any Other Future Goals for Your Website: (e.g., Shop, Blog, Members Areas)

What is Your Target Market/Audience and Where are They Located?

Please List any Other Required Features for Your Website to Be Successful.



WEB DESIGN QUESTIONNAIRE

What Actions Would You Like a User to Take When They Visit Your Site? (please list in order of importance) For example:

- | | |
|---------------------------|----------------------------------|
| 1. Call you | 4. Fill out a contact form |
| 2. Fill out a quote form | 5. Sign up for your mailing list |
| 3. Search for information | 6. Purchase a product(s) |

Will Your New Website Sell Products and Accept Payments? (If yes, please describe)

Will Your Visitors Have to Login to View Your Site? (If yes, please describe)

Are There Any Additional Features or Capabilities That You Would Like for Your New Site?



CONTENT

How Many Pages Will Your New Website Have? (e.g., 1-3, 4-6, 7+)

What Pages do You Need on Your Website? (e.g., About, Contact, Services)

What Features and Integrations do You Need on Your Website? (e.g., Google Maps, Instagram)

Will You Provide All or Some of the Content for your site?

Do You Have Someone That Can Help with Content, or Would You Like Us to Provide That Service?

Do You Have Ownership of All Images and Videos for the Site, or Will You Require Purchase of Stock Photography? (N.B. we can provide many images, free of charge.)

Will You Publish a Blog on The Site?



WEB DESIGN QUESTIONNAIRE

DESIGN

Do You Have Brand Guidelines, Logo(s), and Brand Colours to Incorporate into the Site?

Please Provide 3 Examples of Websites You Like, and Describe Why:

What Are 3 Words That Best Portray Your Company/Business Image? (Professional, Polished, Modern, Fun, Creative, Simple, etc.)

SEO

To Be Found on Google You Will Need SEO For This New Site. Please Compile a List of Keywords and Key Phrases You Think Your Website Should Be Targeting. (Are these words the same as what your audience might use to search for your products or services? Be sure to put yourself in your customer's shoes. E.g., Melbourne, Skin Therapy.)

Do You Provide a Local Service to Your City? (Local SEO – e.g., Melbourne/ Cosmetic Nurse Injector)



SOCIAL MEDIA

Do You Need Help with Blogging and Content Marketing or Are You Interested in Content Marketing Services?

What Social Media Channels Does Your Company/Business Currently Use?

What Social Media Sites Would Your Company Like to Start Using in The Future?

MAINTENANCE

Do You Need Help Updating and Maintaining Your Website?

Would You Like Us to Provide Ongoing Support and Maintenance?

What Sections of The Site Will Need Regular Updating After Launch?

Do You Use an Email Marketing Service That You'd Like Integrated? (Mailchimp, HubSpot, etc.)



PROJECT MANAGEMENT

What Is Your Ideal Launch Date for the Website?

Who Will be the Point Person for This Project, and Who Will Provide Approvals? Please Provide Their Contact Information?

Is There Any Additional Information You Would like Us to Know?
