



Website Design Questionnaire

Full Name: _____

Email Address: _____

Company Name: _____

Phone Number: _____

- Will This Be A Brand New Site Or Do You Have An Existing One?

- Please Enter The Domain(S) You'd Like, In Order Of Priority.

- Please Describe Your Business In A Few Sentences. Include Comments Related To The Culture And Personality Of Your Business.

- What Is Your Company's Mission Statement, Vision, Philosophy, Etc.?

- What Is Your Company's Reputation?

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- What Is There About You And Your Background That Sets You Apart For A Special (Niche) Group Of Potential Customers?

- What Is Your Target Audience? Pay Special Attention To Their Income, Interests, Gender, Age, Even Type Of Computer They Use.

- Do You Have All Images That You Would Like To Be Included In Your Website Or Would You Like The Designer To Use Imagery Where Appropriate?

- Is Your Logo And Other Imagery Web Ready?

- Yes
- No
- Unsure
- We Don't Have A Logo

- Will This Be An E-commerce Website? Will You Be Selling Any Products Or Taking Payments On Your Website?

- Yes
- No
- Not Now, But In The Future

- Deadline, Timing Or Exact Date Of Completion For Your Website.

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- Do You Have A Budget You Are Trying To Meet?

- Do You Need To Be Able To Update The Website On Your Own? (ie: CMS)

- Do You Need A Copywriter? If You Are Using Existing Copy On Your Current Website, Will It Need To Be Modified In Any Way?

- Yes
- No
- Unsure

- Will You Be Needing An Additional Seo Help? (ie: Registering With Search Engines, Adding Businesses To Google Business Centre, Analytic Setup, Etc.)

- On A Scale Ranging From Zero To Ten With Zero Being The Least Technologically Skilled And Ten Being The Best, What Would You Say Is The Technical Skill Level Of Your Client Base?

- How Do You Envision The Finished Project?

- Imagine Your Website In 5 Years From Now. Complete The Sentence: I Know My Website Works Because.

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- Name 3 Things That Are Most Important About The Design Of Your New Website.

- Name 3 Things That Are Least Important In The Design Of Your New Website.

- Do You Have Any Color Preferences, Existing Brand Colors, And/or Colors You Do/not Wish To Include?

- Please List Between 3 And 5 Other Websites That You Like, And Tell Us Why Are They Attractive To You.

- Any Specific Features You Would Like Included? (ie: Log In Ability, Calendars, Forums, Blog, Subscription Services (Rss, Email Or Newsletters))

- Will Your Visitors Require Any Special Needs? (Ex: Multiple Language Support, Larger Type For Easier Reading, Etc.)

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