# WEBSITE QUESTIONNAIRE

Tell us a bit about you:

Name:

Email:

Phone:

Company / Organization:

Your Title / Position:

Current Website URL:

_____


## What Are Your Primary Goals For This Website?

I want this site because:

I need to build awareness for my brand ☐

I need to offer a contact point to my clients ☐

I need my company to have a better image online ☐

I need to sell my product/service through my site ☐

I need to use it to build customer loyalty ☐

I need to reach people in many languages ☐

I need somewhere to promote my latest product/service ☐

I have my own reasons: _____

_____

## My site will be built to target:

Business customers ☐

Consumers ☐

_____

## I'd like to target clients who are:

Kids & teens In their 40s ☐

In their 20s In their 50s ☐

In their 30s Senior citizens ☐

_____

## My clients come to me because:

I offer excellent service ☐

I have the best products on the market ☐

I have the best prices on the market ☐

_____

Do you want to expand your target audience in a certain direction?

_____

More specific features of your customers

_____

Some words about your services

_____

Someone's searching the web for your business. What words or phrases will they search for in Google?

_____

What is it that makes your services unique on the market?

_____

Do you have any proof that your solutions are better than your competitors?

_____

## Our new website would need to include:

Responsive design for use on tablets & mobiles ☐

A WordPress-based CMS ☐

Online Magazine ☐

Online forum/ blog ☐

Newsletter system ☐

Social network integration ☐

Separate, dedicated landing pages ☐

A redesign of a current website ☐

Additional requirements _____

_____

We want the following special features to be included in our new website:

Registration form ☐

Video streaming ☐

Search panel ☐

Multicolumn layout ☐

Newsletter/ Email sign-up forms ☐

Information/ request forms ☐

Uploads/ downloads ☐

Customer login ☐

Registration ☐

An online store/shopping cart ☐

Online payment gateway ☐

Blog module ☐

Image gallery ☐

Image slider ☐


Other features _____

_____


Who will provide the following resources?

Stock photography [We will] [Your Company]

Company photography [We will] [Your Company]

Other Artwork/ Illustrations [We will] [Your Company]

Translation costs [We will] [Your Company]

Copywriting text [We will] [Your Company]

Professional logo [We will] [Your Company]

Graphic design [We will] [Your Company]

Other print collateral [We will] [Your Company]

Metatags/ description [We will] [Your Company]

Font Licenses [We will] [Your Company]

_____

Does your company have a logo / established image & branding guidelines (e.g. fonts, color schemes etc)? [Y/N]

_____

Do you have print materials (such as business cards or brochures) that we need to match? [Y/N]

_____

Could you give us the websites of your top 3 competitors?
1. 2. 3.


_____

If you had to pick 3 websites you would love to have, which would they be?
1. 2. 3.


_____

What will happen once we deliver the site?
Would you like us to update your site or would you like to be responsible for updates?
[We will update] [That's your job!]

_____


How often do you require updates?

Daily ☐

Weekly ☐

Monthly ☐

Quarterly ☐

Other _____

_____

Would you like to book a dedicated training session for your employees to learn to update the site? [Y/N]

_____

Is there anything else you'd like to tell us?

_____

# 1. A basic overview of what I need to get started on a project.

Here's what I need:
• your logo (pdf, eps, or high res jpeg if possible)
• hosting login (hosting account and/or cpanel login)
• current website login (if currently a WordPress site)
• images or any new pictures you'd like to use for the new site
• brand style guide, colors, or any special graphics being used

Dropbox
Dropbox is a great online image/file-sharing platform. This isn't necessary for every project, but if you have more than 15-20 images for your website or if they're too big to send through email, we can use Dropbox. We can also use this to share important logins and credentials instead of sending through email. I will set up a folder for the project and will share the folder with you via email. You can upload all images and files there.

_____

# The development process

The design process

Designing a website, no matter how big or small, is an extensive process that can be overwhelming. I've outlined my process into 3 steps:

**Step 1 – layout and design**
A large and time-consuming part of website design is in the layout, structure and design of the site. I'll create the framework of the website and will send the homepage and a sub-page (or more upon request) for approval.

**Step 2 – development**
Once the site layout and design are approved, I'll move forward with the designing of all pages, functionality, and responsive code, making sure your site looks great and functions nicely across all devices and web browsers.

**Step 3 – revisions and edits**
Once the site is ready for final review, you'll be able to review each page and we can make detailed edits until the site is revised completely.

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# Preparing for launch

Once the site is ready to go live, all unnecessary plugins, pages, images, and backend files will be removed. The new site will be backed up and saved locally, should it ever need restored. Once live, please allow 24-48 hours for propagation to occur. Some computers will need to be refreshed in order to see the new site, though most computers will see the new site immediately depending on the wifi connection.

Your website logins and all credentials will be sent to you via email ensuring the security of your passwords. Though your logins and passwords will be saved locally, please save all logins for your records as well.

That's It! Many thanks for taking the time to complete this form. Please save this document with the filename your-name.doc or your-company.doc and email it to

alett.lewis@gmail.com. If you have any additional assets or specification documents that will help us out, please include those too – and we'll get back to you as soon as we can.