

WEB DESIGN QUESTIONNAIRE

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Point of contact

Name

Position

Email

Final Approvals

Name

Position

Email

What is your ideal timeframe or launch date?

Describe your company in 1-2 sentences:

Please list each service and/or products you offer:

How long have you been in business?

How many employees do you have?

1-10

11-50

51-100

100+

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Describe your target market:

Where is your target market located?

List any online competitors and their website address:

What sets you apart from your competitors?

Do you have a slogan or tagline that clearly describes your business or product?

Please describe your potential customers.

What is your budget for this project?

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NEW WEBSITE GOALS

Why do you want to have a new website, or have your site redesigned?

What is the primary purpose of your site?

Describe any other goals for your website:

What actions would you like a user to take when they visit your site?

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)

Attend an event

Other:

Will your new website sell products and accept payments? (If yes, please describe)

Yes

No

Will your visitors need an option to login? (If yes, please describe)

Yes

No

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Are there any additional features or capabilities that you would like for your new site to have?

What elements of your existing site do you like, and what do you not like?

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CONTENT

What are the minimum number of pages you need, and what are they?

Do you already have site content (written text, images, graphics, video)?

Yes, we have everything needed

We have some/most content, but it needs development

No, we want to start from scratch

Do you have ownership of all images for the site, or will you require purchasing stock photography?

Yes, we own all our own images

No, we need stock photography

Do you have any videos you'd like incorporated?

Yes

No

Will you publish a blog?

Yes

No

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DESIGN

Do you have brand guidelines, logo(s), and brand colors to incorporate into the site?

Yes

No

Please provide 3-5 examples of websites you like, and describe why:

What are three words that best portray your company's image?

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SEO

Have you performed SEO on an older or current version of your existing site?

Yes

No

Will you need SEO for this new site?

Yes

No

If you were searching for your site, which 3-5 words or phrases would you use?

Are there any you would specifically like to target in search engines?

Do you have any other methods in mind for spreading the word about your website?

How do you plan to encourage repeat visitors & referrals?

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SOCIAL MEDIA

What social media channels does your company currently use?

What social media sites would your company like to start using in the future?

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TECHNICAL

What is your current domain or URL?

What Content Management platforms are you interested in using or do you have experience with?

(WordPress, Joomla, Drupal, Magento, etc...)

Where is your current site hosted? Do you need hosting?

Why do you use your current host?

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MAINTENANCE

Will you need monthly maintenance and updates after launch?

Yes

No

What sections of the site that will need regular updating after launch?

Do you use an email marketing service that you'd like integrated?

(Mailchimp, Constant Contact, etc.)

Yes

No