

WEBSITE QUESTIONNAIRE

GENERAL INFORMATION:

Do you currently own a domain? If yes, what is your domain name?

Do you have any sub-domains and if so what are they? (If you don’t know what this is, you probably don’t.)

Where is your site hosted and do you house email or other web services with this entity?

Do you have access to your current site assets? Do you have a style guide or any existing design collateral you want us to use to guide our development efforts?

Do you use any apps or widgets that may be disrupted if we build a new site?

Is your current site optimized for mobile devices and if so, is this hosted with the same company as your regular site?

Is your content Search Engine Optimized already, or do you need help to get found on the web?

How many times have you redesigned or re-built your website in the last 5 years?

Who in your organization has the final say in design, navigation, and content approval? If they are different for each element, please list all with contact numbers.

Do you operate as an e-commerce company or do you need a shopping cart? Do you have a merchant account, or do you rely on PayPal to collect money from your customers?

Do you use Google Analytics? If you do, can we get access to your reports so we can help optimize your pages?

Imagery is essential to a great website. Do you have professional grade images of your services, products, and people? If not, can we help you acquire those assets?

COMPANY INFORMATION: WHO~HOW~WHY

What does your business do? We want to know what your mission, vision, purpose is? Tell us enough that we can grasp your company culture and personality. Remember, we don’t get to see you in action every day, but we are going to create a dynamic website that wows your customers; we need to know all about you.

What makes your company remarkable? How do you stand apart in the market? Tells us why it is an advantage for your customers to use you.

Who are your customers? What are the demographics you target? More importantly, what problem do you solve or what obstacle do you overcome for those customers? Why do they need you?

Let’s get serious…who are your top competitors, both locally and in the national market?

WEBSITE INFORMATION: Ok, take a breath...You’re almost finished!

List the primary menus you would like on your website (Examples: home page, services, about us, contact)

List all of the additional pages that you would like included on your website (Examples: Our Team, Our Story. These can also be sub-menus under your main site menus)

List additional features you would like included on your website (Examples: photo gallery, contact us form, downloadable documents, social media links, blog)

How many total pages do you anticipate your website will have?

What do you love about your current site? (If you do not have a site, what do you love about other sites that appeal to you?)

What do you NOT love about your website? (If you do not have a site, what do you dislike in other sites?)

List three adjectives that describe how you want customers to perceive you once they visit your site.

What is the main thing you want to accomplish with this site? (lead generation, brand awareness, sales, quote requests, followers, memberships, email capture, etc.…..)

What are some secondary goals for the site? (generate inbound calls, educate visitors, display your work, provide form documents, etc…)

How will you measure if this site is meeting your expectations? What does success look like to you?

What website features are you looking to keep, or develop? (shopping cart, social media integration, auto responder inquiry forms, email newsletter subscriptions, photo gallery, slider banners, blog or newsfeed, appointment scheduling, user logins, email capture tools, mobile site optimization, comment feeds, downloads, file uploads, virtual sampling…)

List sites that you like for color/design:

List sites that you like for content:

List sites that you like for navigation:

Final Comments or things we should know: