

# WEB DESIGN QUESTIONNAIRE

This questionnaire is for new web design sales prospects

## COMPANY

Describe your company in 1-2 sentences: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please list each service and/or all products you offer: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How long have you been in business? \_\_\_\_\_

How many employees do you have? \_\_\_\_\_

Describe your target market: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Where is your target market located? \_\_\_\_\_

List any online competitors and their website address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Why do people buy from you instead of your competitors? (unique value propositions, price, your team, experience. etc) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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## NEW WEBSITE GOALS

What is the primary purpose of your site? (share information, leads, sales) \_\_\_\_\_  
\_\_\_\_\_

What is the secondary purpose of your site? (share information, leads, sales) \_\_\_\_\_  
\_\_\_\_\_

Describe any other goals for your website. \_\_\_\_\_  
\_\_\_\_\_

What actions would you like a user to take when they visit your site (please list in order of importance)? For example:

- 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)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_

Will your visitors have an option to login? (If yes, please describe) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

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

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

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## CONTENT

How many pages will your new website be? \_\_\_\_\_

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Will you provide all content or would you like us to provide that service? \_\_\_\_\_

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Do you have someone that can help with content? \_\_\_\_\_

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

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Do you have videos you'd like incorporated into the site? \_\_\_\_\_

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Will you publish a blog on the site? \_\_\_\_\_

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## DESIGN

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

\_\_\_\_\_

Please provide 3 examples of websites you like, and describe why: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What are three words that best portray your company's image? (professional, polished, modern, fun, creative, simple, etc.) \_\_\_\_\_

\_\_\_\_\_

## SEO

Have you preformed SEO on an older or current version of your existing site? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Will you need SEO for this new site? \_\_\_\_\_

\_\_\_\_\_

Please provide a few example key phrases you would like to target in search engines. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Do you provide a local service to your city? (Local SEO) \_\_\_\_\_

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Do you expect mobile visitors? \_\_\_\_\_

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## SOCIAL MEDIA

What social media channels does your company currently use? \_\_\_\_\_

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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? \_\_\_\_\_

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What platforms are you interested in using or do you have experience with? (WordPress, Joomla, Drupal, Magento, etc...) \_\_\_\_\_

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Where is your current site hosted? \_\_\_\_\_

Why do you use your current host? \_\_\_\_\_

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## MAINTENANCE

Will you need monthly maintenance and updates after launch? \_\_\_\_\_

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

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Do you use an email marketing service that you'd like integrated? (Mailchimp, Constant Contact, etc.) \_\_\_\_\_

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## PROJECT MANAGEMENT

Who will be the point person for this project, and who will provide approvals? Please provide their contact information. \_\_\_\_\_

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Please list the person who has final approval on all aspects of this project: \_\_\_\_\_

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What is your ideal timeframe or launch date? \_\_\_\_\_

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