

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) _____

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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

How many pages will your new website be? _____

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

Do you have someone that can help with content? _____

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

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

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.) _____

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SEO

Have you performed 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) _____

Do you expect mobile visitors? _____

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

Where is your current site hosted? _____

Why do you use your current host? _____

MAINTENANCE

Will you need monthly maintenance and updates after launch? _____

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.) _____

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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. _____

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

What is your ideal timeframe or launch date? _____
