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 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) _________________________________
____________________________________________________________________________

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?

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________