

COMPANY

What is your target audience?

Which age category is your target audience?

- Children Teenager 20+
- 30+ 40+ Senior Citizen

Where is your target market located?

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?

List any online competitors and their website addresses.

Why do people buy from you instead of your competitors?

NEW WEBSITE GOALS

What is the primary purpose of your site?

What is the secondary purpose of your site?

Describe any other goals of your website.

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

(Please list in order of importance)

- Call you
- Fill out a contact form
- Fill out a quote form
- Sign up for your mailing list
- Search for information
- Purchase a product
- _____
- _____
- _____

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 your new sit to have?

EXISTING WEBSITE

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

CONTENT

How many pages will your new website be?

Will you provide all content or would you like our assistance with that?

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 photos?

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

Will you have any of the following special features?

- Video streaming
- Uploads/downloads
- Image gallery
- Image slider
- Online payment (Paypal and CC)
- Blog
- Add Google or site search
- Newsletter/email signup
- Information/Manuals
- Customer login required
- Registration required
- Store/shopping cart

SOCIAL MEDIA

What social media channels does your company currently use?

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

TECHNICAL

What is your current domain or URL?

Who is your current webmaster? Please provide contact information.

Why do you use your current webmaster? Why are you interested in changing webmasters?

Web Design Questionnaire



MAINTENANCE

Will you need monthly maintenance and updates after launch?

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

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

PROJECT MANAGEMENT

Who is the point person for this project, and who will provide approvals? Please provide contact information.

Who is the person who has final approval on all aspects of this project?

What is your ideal timeframe or launch date?