



Website Design Questionnaires

Designing websites can be a long and complicated process. Dealing with clients, designing prototypes, coding, programming, and testing – there is a lot to keep track of and a lot to make sure is done.

In addition, please take your time and answer ALL of the questions. Web design and development is a collaborative process and needs your involvement in all stages.

Before you tell me about you, let me explain a bit about how I work:

- *All sites will be built in PHP/MYSQL, which will give you content management abilities.*
- *I am a big believer in your participation and training. My expertise is in building a beautiful, functional site, designed for your specific needs. I will create the structure, but for the most part, I expect you to add the content. I will be there for every step and guide you, but there is no point in having a content management system if you do not know how to login, edit and add pages. This will mean a time & training commitment on your part.*
- *All sites will be built to be “responsive” so that they work on all device’s screen well.*

- Company Name : _____
- Contact : _____
- Address : _____
- Email : _____
- City, St, Zip : _____
- Phone# : _____
- Phone# : _____
- Are there other decision makers? Please specify. _____
- Website address – or desired Domain(s) _____



Tell me about your Company.

Please give me a brief overview of the company and what you do or produce?

What is the purpose of this site?

This section should include an overview of what the general purpose and goal of the web site is. Please put an X next to the ones that apply to you.

- Explain your products and services
- Bring in new clients to your business
- Provide your customers with information on a certain subject
- Deliver news or calendar of events
- Create a blog that addresses specific topics or interests
- Sell a product or products online
- Provide support for current clients

Do you have a period or deadline to get this site online?

(If you have a specific deadline, please state why.) _____

Target market

Who will visit this site? Describe your potential clients. Young, old, demographics etc.

Why do you believe site visitors should do business with you rather than with a competitor? What problem are you solving for them?

What action(s) should the user perform when visiting your site? Please put an X next to the ones that apply to you.

- Call you _____
- Fill out a contact form _____
- Fill out a quote form _____



- Sign up for your mailing list _____
- Purchase a product(s) _____
- Search for information _____

Design

People are coming to your new site for the first time. How do you want them to feel about your company?

Websites of your closest competition

Please include at least three links of sites of your competition. What do you like and don't like about them? What would you like to differently or better?

1. _____
2. _____
3. _____

Websites that we like

Along with putting down the site address, please comment on what you like about each site,

I.e. the look and feel, functionality, colors etc. These do not have to have anything to do with your business but could have features you like. Please include at least 3 examples.

1. _____
2. _____
3. _____



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Marketing the Site

How do people find out about your business right now?

Have you thought about how you are going to market this site?

Do you have any social network accounts setup? (Facebook etc.)

Do you want links to those accounts on your site?

Maintenance

Will there be sections that need regular updating? Which ones?

Contact Person

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