

Website Questionnaire:

1. Tell us about your company.

- Client/business name
- DBA (if applicable)
- Mailing address
- Phone number(s)
- Email address

2. What specific services does your company provide?

- The answers to this question can help us understand what design elements and keywords to focus on.

3. What sets your company apart from your competition?

- Your response will tell us your unique selling proposition (USP), unique value proposition (UVP), competitive advantage, or strengths so we can show *your* potential clients why they should choose you.

4. Who is your target client?

- This should include all applicable demographics, such as age, location, gender, education, occupations, etc. Understanding your target audience will give us insight into what design elements — such as colors, images and fonts — to use on your website.

5. Do you currently have a website?

6. What keywords will your audience use to find your website?

- The answer to this question will show us keywords and your sites current ranks. We will research which keywords are the better choice but knowing your target keywords will help us understand the audience and genre.

7. If you have a website, what do you like about your website?

- Your response to this question will help us understand the website elements that mean the most to you. Defining the new website's purpose, understanding its current weaknesses, and creating a detailed feature list will help us build a solid foundation for a successful project.

8. If you have a site, why do you want a new website?

- Like the preceding question on the web design client questionnaire, this question helps us understand the weaknesses of the current site and see what's not working for the client. It will help us understand the new website's purpose. It could be that the site just needs a new feature added or a different theme, or it might need to be built on a new platform with a different layout and features.

9. What features will your website need?

- This answer needs to be as detailed as possible. Features include:
- Forms
- Maps
- Social media buttons
- Click-to-call buttons
- Online ordering / eCommerce
- Search
- Portfolio / gallery
- Pricing tables
- Calls-to-action
- Forum
- ...etc.
- Again, you are encouraged to consider your audience and the goals for the website when coming up with the list of necessary features.

10. What similar websites do you like and what is it you like about them?

- This will show us what styles you like and provide examples of features that might be difficult to describe. It can be especially helpful for you to point out features that you like on competitor sites.

11. Who will provide content for the new website?

- What we mean by "content." A website content includes — website copy, graphics, images, logo, fonts, etc.

12. Does your company have established branding?

- Branding includes materials that the website will need to match, including colors, fonts, business cards, newsletters, flyers, logos, signs, etc. If you haven't established brand, here's a fun quiz to get started.

13. Do you need a new URL?

- Depending on your technical sophistication, we might first need to explain what a URL is and how it's related to your website (i.e., it's the website's address). If you don't need a new URL, who will be responsible for securing the domain? Here is our advice.

14. Do you need hosting?

- Again, do we need to explain the concept of web hosting and what to look for in a web hosting provider. If you need hosting, we can provide this service. If you don't provide hosting, we can review our requirements.

15. If you have a website, will the old site be moved to a new location?

- Migrations can add a lot of time and cost to the project. We want to set the right expectations.

16. What is the deadline for the website?

- We can use this information on the web design client questionnaire to determine if your needs can be met by the deadline. We might need to provide a timeline to show what can be done by the deadline and what can be added later and when.

17. Do you want us to handle maintenance?

- This question shows that ongoing website maintenance is not part of the website design project and that it will be an additional cost they will have to budget for. A website maintenance plan can include updates for themes and plugins, changing themes, adding new features through plugins, as well as ongoing changes such as images, prices, backups, etc.
- If you provide this service, you could supply the client with different pricing options based on the services they want.

18. Would you like us to handle content marketing?

- The client needs to understand that creating the site doesn't guarantee traffic and that traffic is not your obligation unless they want to pay for this as a service. Content marketing and promotion can include SEO, local SEO, social media, newsletters, ad campaigns, articles, etc.

- If you provide this service, you could offer different packages for them to choose from that would fit different budgets.

19. What is the budget for the website?

- Defining a budget will let us know if we can meet the goals of this project.

This Questionnaire is based upon the ideas of Randy A. Brown (2018).

References:

Brown, Randy A (2018, June 6) The Ultimate web design client Questionnaire: 2018 edition.
Retrieved from: <https://www.godaddy.com/garage/the-ultimate-web-design-client-questionnaire/>