



Website Questionnaire

CONTACT INFORMATION

Your Name:

Company / Organization Name:

Address:

Phone:

Email:

TECHNICAL DETAILS

If you already have one or more domain names registered, what are they and who are they registered with?

If you already have a web hosting account, who is it with?

Do you need any email addresses created with your domain name? If so, approximately how many?

VISUAL DETAILS

Do you have a logo? If not, do you need one created?

Do you have a tagline or slogan for your company/organization?

Do you have branded materials such as business cards, brochures, etc. that you want to visually tie in to your new website?

List any particular fonts used in your logo or other marketing materials.

Do you have a preferred color scheme for your new website?

Do you have photos for your new website that are in electronic format?

Should purchasing stock photography be factored into the project budget?

PAGES & CONTENT

What content and features would you like to appear on your home page?

Approximately how many pages or sections will your new website have, and what will they be called?

What features would you like to see on your new website? (i.e. forms, calendar, video, slideshows, blog, photo galleries, etc.)

Who will be responsible with writing the text for your new website? Do you need any assistance with this?

E-COMMERCE DETAILS

If you plan on selling products on your website, how many products would you start off with?

How many products do you foresee yourself selling in the future?

How do you plan to accept payments on your website? (PayPal or another merchant account and credit card processor)

COMPETITORS & FAVORITE SITES

Who are your competitors? (Please list their websites if possible.)

What distinguishes your company/organization from your competitors?

It is very helpful to get a visual idea for your preferences for your new website. Are there any particular websites that you like? (Please list the websites and reasons why you like each one.)

MARKETING DETAILS

Are you interested in optimizing your website to help improve your website's listing on search engines such as Google?

Are you interested in email marketing?

If yes, do you already have a list of email addresses for your mailing list?

Do you have any social media accounts such as Facebook, Instagram, Twitter or a blog?

Do you have any plans for marketing your new website?

List words or phrases that describe your company/organization. Pick keywords or phrases people might enter when searching for a website such as yours on a search engine.

OVERALL GOALS

What are the overall goals of your new website? What do you want it to accomplish for you?

WEBSITE MAINTENANCE

Who would you like to maintain your website after it is created? Would you like to make updates yourself, or would you rather your web developer take care of making the updates?

If you would like to make the updates yourself, what pages or content would you like to be able to maintain?

PROJECT TIMEFRAME

What is your goal/deadline for completing the building of your new website?

ADDITIONAL THOUGHTS

Please feel free to share any additional thoughts or ideas you have about your new website.