



WEBSITE DESIGN QUESTIONNAIRE

YOUR COMPANY INFO

Company name (exact spelling):

Company Mission Statement?

Services/Products Provided?

Corporate Style Guide?
(if yes, please email)

Do you have any current marketing material?
(if yes, please email)

CURRENT WEBSITE

Do you currently have a website?

What is good about your existing website?

What is bad about your existing website?

What levels of traffic is it currently receiving?

If possible please provide access codes to your statistics trackers.

How is your website performing for your objective? (Traffic/ Sales / Response rates / Leads generated / Reputation):

Which host and hosting package do you currently use?

Are you happy with your hosting services?

NEW WEBSITE

What is your vision for the new website?

What are your objectives?

Website architecture

- Do you have a site map?
- Number of sections:
- Number of pages:

What features should your website have?

- Easy-to-update for non-technical people
- SEO-friendly
- Ecommerce
- Newsletter
- Members section
- Email marketing
- Mobile-ready
- Photo and media galleries
- Feedback & contact forms
- Surveys
- Blog
- [Other required features]

What is your target audience?

Website design and style

- Stylish
- Humble
- Helpful
- Prestigious
- Simple/Clean Slick
- Approachable
- High-tech
- Corporate
- Modern
- Authoritative
- Funky
- Caring
- Natural/Organic
- Credible/Expert
- Playful
- Elegant
- Sophisticated
- Fresh
- Helpful
- [Other words?]

Tone & Imagery

What colors do you respond to?

Are there any websites you like? If yes, please list examples.

Are there any websites you do not like? If yes, please list examples.

Design Requirements?

SEARCH ENGINES

List the top seven search phrases that people use (will use) to find your site

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Other Information

SOCIAL MEDIA

Do you have an existing social media strategy?

Do you need help with social media profiles setup?

Include links to your social media profiles and other external websites linked to this project (e.g. Facebook, Twitter, YouTube)

CONTENT

What types of content will be on your website e.g. text, photos, audio, and their current format(s) – e.g. .jpg, .png, .pdf, .mov, .mp4, .mp3, .mpg?

What content is now produced?

What new content needs to be produced?

Do you need assistance with producing new content?

Competition and Niche

List your competitors' websites and other important websites in your market/niche?

What are they doing well?

What are they doing bad?