

KATJA WALD

WEBSITE DESIGN QUESTIONNAIRE

GENERAL Q'S

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

What is the purpose of this site? Please check all 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 deadline to get this site online?

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

How much are you willing to spend? (If you don't have a budget please provide a range that you are willing to invest, or more importantly how much money you want to make from the site in the first year.)

Are you willing to commit time/effort into learning how to use WordPress and edit your site?

Is this a site re-design? If yes, what's not working on your current site?

Are you going to need (check all that apply)

- Ecommerce (sell products)
- Membership of any kind

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 check all that apply to you.

- Call you
- Email you directly
- Fill out a contact form
- Fill out a quote form
- Sign up for your mailing list
- Search for information
- Purchase a product(s)
- Schedule time with you

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CONTENT

What are you offering? Make a list of all the sections/pages you think that you'll need. (Samples below are just an example to get you started, please fill this out completely.)

Page	Content Notes
Home	
Contact Us	Form needed?
About	
Blog	
Schedule an appointment	

Do you have the written content and images/photographs prepared for these pages?

Are there any additional features that you would like for your site or things that you would like to add in the future? Please be as specific and detailed as possible.

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DESIGN

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

Are there corporate colors, logo, fonts etc. that should be incorporated?

If you do not already have a logo, are you going to need one designed?

Is there a specific look and feel that you have in mind?

Websites you 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.

Page URL	What you like about it	What you don't like

MARKETING THE SITE

How do people find out about your business right now?

Have you thought about how you're going to market this site?

Do you have any social network accounts setup for your business?

Facebook Twitter Instagram LinkedIn Snapchat

Do you want links to those accounts on your site?

Yes No

Do you have an email marketing account? (Constant Contact, MailChimp etc.)

Yes No

Will you want to build your mailing list and use it for advertising & newsletters?

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If someone were searching for your product/service, what types of search terms (single words or phrases) might they use? Please list all the possible search terms you can think of.

DOMAIN AND HOSTING

Do you already own a domain name(s)? (www.mygreatsite.com)

Do you have a hosting account already? (GoDaddy, HostGator etc)

If yes, do you have the login/IP information?

If no, what name(s) would you like?

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MAINTENANCE

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

Would you like to be able to do most of the updating yourself?

If you're planning on writing a blog do you already have several things written? Do you already write on a regular basis?

Are there any features/pages that you don't need now but may want in the future? Please be as specific and future thinking as possible.