

Website Design Brief

Client Questionnaire



Company

Contact Person

Address

Email

City, State, Zip Code

Phone#

Are there other decision makers? Please specify.

Website address – or Desired Domain(s)

About Your Company

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

What is the purpose of this site?

Include an overview of what the general purpose and goal of the website is. Please tick 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 time frame or deadline to get this site online?



Do you have a budget in mind? (If you don't please provide a range that you are willing to invest)

What will make this site a success for you?

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?

Websites can range from very minimalist, to very detailed and complex designs. Please tick your preference below:

- | | | |
|--|--|--|
| <input type="checkbox"/> Call you | <input type="checkbox"/> Fill out a contact form | <input type="checkbox"/> Fill out a quote form |
| <input type="checkbox"/> Sign up for your mailing list | <input type="checkbox"/> Search for information | <input type="checkbox"/> Purchase a product(s) |

Content

What are you offering? Make a list of all the sections/pages you think that you'll need.

Pages	Content Notes



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

Yes No

(Please note that before any real design work or site construction can begin, an outline of the content and preferably all of the content will be needed.)

Is this a site re-design?

Yes No

Are you going to need:

- Content Management (Add/Update your own pages)
- Ecommerce (Sell Products)
- A "responsive" site (one that resizes in tablets and phones so it's readable)
- Not sure

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 of your closest competition

Please include at least 3 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	<input type="text"/>
2	<input type="text"/>
3	<input type="text"/>

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	<input type="text"/>
2	<input type="text"/>
3	<input type="text"/>

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? (Facebook etc). Do you want links to those accounts on your site?

Do you have a mail service account? (Constant Contact, MailChimp etc.)

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

Will you want printed materials (business cards, catalog, etc.) produced as well?



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)?

Do you have a hosting account already? *(This is where the computer files live.)*

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

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

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.