



DESIGNS INC.

Web Site Client Questionnaire

Please take your time and answer all of the questions. Web design and development is a collaborative process and needs your involvement in all stages.

| | |
|--|----------------|
| Company | Contact |
| Address | Email |
| City | Phone# |
| Phone# | |
| Website address - or desired Domain(s) | |

Before you tell me about you, let me explain a bit about what I do:

- *All sites will be built in WordPress which will give you content management abilities.*
- *All sites will be built to be "responsive" so that they work on smaller screens well.*
- *If you would like, I can build you a reference guide which will allow you to make edits easily on your end if you need to edit the content of the website.*

Tell me about your Company.

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

What is the purpose of this site?

This section should include an overview of what the general purpose and goal of the web site is. Please put an X next to 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?

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



Who will visit this site? Describe your potential clients. Young, old, demographics etc.

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

Please 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.)

[illegible]

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

Are you going to need?

- Ecommerce (sell products)
- Memberships of any kind

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.

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?

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.

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- 2.
- 3.

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.
- 2.
- 3.

Marketing the Site

Do you have any social network accounts setup? (Facebook etc)

Do you want links to those accounts on your site? If so, what accounts would you like linked?

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.

[illegible]

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During Design

During the design of the website would you like to have your current website up, or would you like an "Under Construction" page?