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**Client Questionnaire**

**About You**

1. What are the main reasons for developing a new website? - current website is not good enough
2. In order of importance (most important first), what are the business objectives for your site? (eg. Improving sales rate, increase customer satisfaction, reduce time searching) - 1) customer recognition. 2) intimidate the crap out of other landscape companies. 3) give customers and future customers a place to view our work. 4) generate new customers. 5) allow people to see what others have said about our work. 6) give validity to our business
3. What will be the measure for success? (eg, 20% increase in sales) - if I like the layout
4. What are you hoping to achieve? - a goodlooking website that does not glich and accomplishes #2  
     
     
   **Your Users**
5. Who’s visiting your site? Describe the different types of visitors to your website in as much detail as possible. - typically people that click our links from either craigslist, Facebook or yellow book. in March and may we have a high volume of visitors from mail outs that we send.
6. How do you think the audience currently perceives your company and the services you offer? - fondly, growing, but our current site sucks
7. What do you imagine people using the site for? What will they want to do there? - send in request for service, make sure we have expririence . apply for work as well

**Design Concept**

1. People are coming to your new site for the first time. How do you want them to feel about your company? - wow, they look proffesional
2. Why will people choose your site over others? - professionalism and personality
3. Outline any ideas for features you have for the site: total environment , things need to flow and look like they were done by an actual company andd not me using godaddy
4. How do these features support your business goals and the goals of your user? the more people that like the site, the more people will request quotes. the more people that request quotes means we will have more clients! most people view everything on their phones now days and our mobile site is non existent. we are missing out on every customer that is unable to apply for a quote due to our mobile not working
5. Tell us a bit about your competition. Who are the leaders in your industry (include their website addresses)? 1)http://totalenvironmentinc.com/ 2) <http://www.terrascapesokc.com/> 3) <http://www.sharperimagelawns.net/> 4) high definistion 5) http://www.cavinesslandscape.com/
6. What do you believe works well for your competitors websites? What doesn’t work well? total and cavinous works others don’t - you can tell from the sites that they are so much better, my guyss is the sucky sites don’t have any web traffic and all customers go through mailouts
7. Leaving your competitors aside, have you seen any sites recently that you have liked the visual design of? What did you like about it? (If you can’t think of any, have a look through [Unmatched Style](http://unmatchedstyle.com/gallery) and/or [Media Queries](http://mediaqueri.es/) for a gallery of good lookin’ websites strutting their stuff) - http://talmadgepowell.com/
8. Let’s briefly talk about content. Aside from features we discussed above, what else do you want your site to do?

**Additional Comments**

We’ve tried to keep this worksheet as general as possible, but every project is unique. Here is your chance to add any extra information that you believe might be helpful.