Client Questionnaire

**Background and General Questions**

Why are you looking for a new website design or redesign?

What do you like most about your current website?

What do you dislike most about your current website?

Do you already have a domain name and hosting plan?

**Function-Focused Questions**

Do you want to sell products on your website?

Do you want a contact form or any other forms on your website?

Do you need an image gallery, video or other multimedia content?

Do you want a blog or other regularly updated content?

**Design-Focused Questions**

Do you have a color scheme you’d like to use?

What words would you like people to associate with your website?

Do you have a specific style of design in mind?

**Planning for the Future**

How often do you want or will you need to make updates to your website?

Do you have someone in your company who will be responsible for ongoing website updates? Does that person have any experience with website maintenance?

What features do you anticipate adding to your website in the future?

## **OTHER WEBSITE** 1. What does your business actually do?

## 2. What do you want your site to accomplish?

## 3. Do you have a website already?

## 4. What makes your company remarkable?

## 5. Who are your competitors?

## 6. What websites do you like and why?

## 7. Who exactly are your customers and what are their pains?

## 8. What features do you want your website to have?

## 9. How will you record your results?

## 10. Do you have a style guide or any existing collateral?