# Client Questionnaire & Website Planner

Completing this document will help us understand your project requirements.

It will also serve as a website planner to walk your through the process of articulating your needs. Please just skip any questions that you don’t feel are relevant to this project.

# Client Contact Information

Name:

Title:

Organization:

Email:

Phone:

Billing address:

# Project Information

**DOMAIN:** Do you have a domain name registered? If so, what is it?

**HOSTING:** Do you currently have web hosting? Who is the host? Would you like a hosting recommendation?

**TIMELINE:** Is there a date when the project needs to be completed? (e.g.: art opening, product launch, year-end budget.)

**BUDGET:** What is the budget range for this project? An idea of your budget will help us adapt my approach to respects your constraints.

**BRANDING**: Do you already have a logo & corporate colours?

# Your Website Goals & Objectives

What purpose is your website to serve?

[ ] Establish a Web presence for our company

[ ] Generate requests for services/products

[ ] Create an online portfolio of your work

[ ] Educational

[ ] Online community

[ ] Online store to sell products

[ ] Provide customer service/information to our clients

[ ] Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Is Search Engine Optimization (SEO) – i.e. ranking well in Google - an important objective for your website project?

[ ] Yes!

[ ] It would be nice to rank well but isn’t main goal

[ ] No, I just want a site for existing clients or those I give my card to

# If you have a current site please answer …

What are your reasons for a redesign/rebuild?

Tell us what you like about your existing site. What’s working?

What are some key areas that need improvement?

Are you wanting to keep the same content or rework it?

# Check out your competition

What sets you apart from your competitors? What do you offer that they don’t? Why should someone hire you out instead of your competition?

Review three competitor’s websites:

*Competitor #1:*

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Website address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Review their website. What are they doing right?

What would you do differently/better?

*Competitor #2:*   
Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Website address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Review their website. What are they doing right?

What would you do differently/better?

*Competitor #3:*   
Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Website address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Review their website. What are they doing right?

What would you do differently/better?

# Design

When you look at the design of websites in general, not just your competition…

1. List websites that show colour combinations that you like:
2. List websites that have a look and feel that appeals to you: List adjectives that describe what you like about the look and feel of the site. (e.g.: modern, traditional, clean, clear, and professional.)
3. List websites with design elements do you like: and please specify what you like on the site.

Please list any design choices you don’t want included? (e.g.; Dark background, drop-down menus, etc.) Feel free to link to sites you don’t like and tell us what it is about the site that you dislike.

# Your Message & Audience

What is the key message you want to communicate about yourself/ your business? This is known as an elevator pitch.

Who is your ideal client/your target market? Who is your message intended for? (e.g.; middle age women local to Toronto who are interested in wellness)

If you were your own ideal client, what would you be looking for when you arrive at a website?

A “call to action” provides direction to your site visitors.  What do you want the site visitor to do when they land on your home page? Do you want people to Call? Buy? Register? Subscribe? Donate? Browse your Portfolio?

# Planning your website

It can be hard to know where to start when planning a website. Here are a couple of free tools you may find useful as you consider your website structure, page elements and prepare content.

**SITEMAP:** This free tool will help you [create your site map](http://writemaps.com/). Please submit a copy of your sitemap with this form. Feel free to skip the tool and just create simple bulleted lists, whatever works best for you.

**WIREFRAME:** A wireframe is a simple visual guide that represents the framework of a website - [Mockingbird, is a free online wireframing tool](https://gomockingbird.com/). Please submit a copy of your wireframe with this form.

Approximately how many pages will the site have? The sitemap exercise should help with this.

How many different page layouts will you need? (e.g.: home page, pages with sidebar, full width page, etc.) The wireframe exercise should help with this.

Please list any features you would like. (e.g.: blog, multiple authors, shopping cart, PayPal buttons, event calendar, etc.)

If this is an online store, what shopping cart solution will you be using?

[ ] WordPress WooCommerce?

[ ] Shopify?

[ ] Unsure

[ ] Other? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If you will be processing online payments:

* How many products? \_\_\_\_\_
* Do you need to charge tax? [ ] HST [ ] PST [ ] No
* Are you selling digital downloads? [ ] Yes [ ] No
* What method of shipping are you using? Canada Post? Courier? Shipping by Weight?
* How you will accept payments? PayPal or another payment gateway?

Do you intend to insert most of the page content yourself or will you provide all content to Dandelion Web Design?

Is the content already created for this site?

[ ] Yes – content is in our existing WordPress site

[ ] Yes – we’re copying from our existing site (not WordPress)

[ ] Yes – we have prepared Word documents for each page

[ ] No – when will the content be ready? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Are you interested in professional SEO copywriting services?

[ ] Yes

[ ] No

Do you have photos, graphics, artwork?

[ ] Yes

[ ] I’ll need help sourcing stock images

[ ] Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Will the site include video?

[ ] Yes – Provide your YouTube or Vimeo link \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[ ] No

Do you intend to update the website content yourself or will you need ongoing updates by Dandelion Web Design?

Will you or your staff require WordPress training?

[ ] Yes – if yes, how many people \_\_\_\_\_\_\_\_\_\_

[ ] No

# Thank You!

Please save this document as your-company-name.docx and email to [hello@kreynation.com](mailto:hello@kreynation.com). Please attach a wireframe and sitemap and any other files or information that you think will be helpful.