March 16, 2016

Week #1 Capstone

Web Design Client Questionnaires

1. **Why do you want to have a new website, or have your current site redesigned?**

This question uncovers the client’s motivation for getting in touch with someone like you.

1. **What will happen if you don’t have a new website, or have your current site redesigned?** This the the question that starts getting at the client’s pain. His current site may not function in current browsers. Or it could be that they’ve decide to sell online, and the current site doesn’t enable such a thing.
2. **Please describe your organization in a few sentences.** Since the answer will be something like an elevator speech, it could be incorporated into the homepage copy.
3. **What is there about you and your background that sets you apart for a special (niche) group of potential customers?** If nothing else, this is a question that gets the prospective client thinking, and you may have to help her with the answer. It might be that she’s been in business twice as long as any of her competitors’, or that her customers stay with her for an average of 10 years.
4. **What problems do your prospects have that your business solves?** Yes, I know. The word” Solutions” has been overused of late, but this is an opportunity for your prospects to brag.
5. **How can your particular work background help prospect, comparted to others in your industry? What is special about your work experience?** If you’re dealing with a consultant to the construction industry, it would be good to know that she worked as an electrician for 15 years. Her website visitors would appreciate knowing that too.
6. **Why do you believe site visitors should do business with you rather than with a competitor?** Face it, on the internet, the competition is but one clicks away. Which means that your prospects site will probably be compared to a lot of other sites. So it’s up to you and the prospect to make the site memorable.
7. **Do you have a slogan or tagline that clearly describe what you offer in terms of benefits or features?** While many prospects may eager to trot out their company’s slogan, others will be absolutely mystified. Why? Because they don’t have one simple that it sounds dumb.
8. **Please describe your potential customers. Pay special attention to their income, interest, gender, age, even type of computer they use, e .g. old with dialup account or never with broadband. If your website is a business-to-business site, what sort of companies are you hoping to attract.** This is the Demographic Question and you may be surprise at the level of detail that your prospects include in their answers. I recently dealt with a prospect that defined his expectations right down to the target audience preferred monitor size. Other prospects may need some Ideal Client Profile coaching.
9. **What is your budget for this project?**  I should surprise if the question goes und answered. Some people will never have an idea. Whatever reason, it’s for you to take initiative and give a fee range.
10. **Who are the decision makers of this project?** **What is the turnaround time for making decision?** Ideally, you’ll want to deal with someone who’s in charge, rather then someone who works for someone who reports to the assistant to the person who actually makes the decision. The latter scenario tends to lead to weeks-long waits while decisions are being made.
11. **What staff will be involved?** **What are their roles? Is there a webmaster on your staff?** Always have a contact person who you will voice yourself about the website process, but ask your prospect to appoint a contact person to deal with you.
12. **What is the deadline for completing the site?** You may be dealing with people who want a 10,000-page e-commerce site done by next Tuesday. Ask the right question to educate your prospects on how long good designs take.
13. **Please list the names of five other sites that you like.** **Why are they attractive to you?** In general, I’ve found this to be one of the easiest questions for prospects to answer. Have them explain why they like the website in precise detail and they could have more the just 5 links they will provide you with.
14. **Have you researched your online completion so you have an idea of what you do and don’t want on your website?** Here’s a little secret about competitors: Some of them can be real blabbermouths. Especially on their website. Others have sites that say little or explain even less. It’s important for your prospects to decide on the right balance between openness and secrecy- and it’s a tough decision.
15. **What do you Not want on your site in terms of text, content, etc?**  Some things jus don’t belong on a website. Every company has a different answer to this question.
16. **Where is the website content coming from?** **Who’s responsible for updating it? Is it ready for use on your website?** Content is one of those things that takes forever to arrive at your studio. If you have copywriting skills- or can team up with someone who does- you can turbocharge the content production process, and finish the project faster.
17. **Do you have a logo?** Attention web people with logo design skills: You may be able to make an additional sale if the prospect doesn’t have a logo or doesn’t like his current logo.
18. **Are you planning to do online sales?** **If so, what Is the product, and how many items do you want to sell online?**
19. **If you are planning to sell online, are you set up to accept credit cards?**
20. **How much time will you be able to spend online, responding to inquiries that come in via your website? Once a day? Several hours a day?** Ever gone to a big company website site to ask question? You dutifully filled out the contact form, then waited, waited, and waited for an answer that never came. This is how you don’t want your prospects to act. Timely responses to visitors inquires work better- and cost a lot less-then elaborated PR programs.
21. **If you were using a search engine, what words or phrases would you use to find your site?** **Which of these words or phrases is most important? Second? Third?** This is one of those questions that gets the search engine obsessive going. They’re the people who come up with an impossibly long list of search terms that they expect top rankings on. Encourage them to come up with a reasonable list-say three to five terms. Refer them to a good search engine ranking specialist.
22. **Other than what search engines will produce, what method do you have in mind to spread the word about your website?** There was a time when a website was such a novelty that you could get newspaper stories written about the face that you had one.
23. **Once your website is completed, how long do you think it will be before you begin bringing in significant business from the website?** This question is the younger sibling of the previous question. Once your client’s new website is up, it will reveal whether you have a patient prospect-or someone who expects everything to happen yesterday.
24. **How do you plan to encourage repeat visitors and referrals?** How is the website like a piece of granite? When it sites there and never changes. Fortunately, there are lots of ways to keep web content fresh-blogs come to mind. Creating a website refer-able is much greater challenge. Best advice I can offer is to make the site into a valuable resource like this one.