

Website Design Questionnaire

About your company:

Company name: _____

Address: _____

Post code: _____

Phone: _____

Mobile: _____

Email address: _____

What does your company do?

Site Maintenance:

Do you already have a URL for your website? _____

Do you need us to handle hosting? (Y/N)

Do you need us to buy your domain? (Y/N)

Do you wish to use a Content Management System (CMS) ? (Y/N)

What's your deadline for this project? (dd/mm/yy) (..../..../....)

Roughly what is your available budget for the website project? (£_____)

The next few questions will help us understand exactly what you're after with this site. Please tick all that apply:

I want this site because (please tick all that apply):

I need to build awareness for my brand ___

I need to offer a contact point to my clients ___

I need my company to have a better image online ___

I need to sell my product/service through my site ___

I need to use it to build customer loyalty __

I need to reach people in many languages __

I need somewhere to promote my latest product/service __

Other reasons: _____.

My site will be built to target:

Business customers __

Consumers __

I'd like to target clients who are:

Children & Teens __

In their 40s __

In their 20s __

In their 50s __

In their 30s __

60+ __

My clients come to me because:

I offer excellent service __

I have the best products on the market __

I have the best prices on the market __

Other: _____

Do you want to expand your target audience in a certain direction?

Any more specific features of your customers?

Some words about your company:

Subsidiaries _____

Average number of employees _____

Someone's searching the web for your business. What words or phrases will they search for in Google?

What is it that makes your products or services unique in the market?

Do you have any proof that your services are better than your competitors? Awards etc.?

You need your new website to include:

A basic HTML site ___

An HTML5/ CSS3 website ___

Responsive design for use on tablets & mobiles ___

An external CMS like WordPress, Drupal, Wix etc. (ongoing costs) ___

A Custom CMS (no ongoing costs)

Online Magazine ___

Online forum/ blog ___

Archive Function ___

Newsletter system ___

Social network integration ___

Intranet system ___

Separate, dedicated landing pages ___

A redesign of a current website ___

Additional requirements: _____

What special features do you need your new website to include? (Tick all that apply):

Registration form ___

Video streaming ___

MySQL Database ___

Search panel ___

Multicolumn layout ___

Newsletter/ Email sign up forms ___

Information/ request forms ___

Uploads/ downloads ___

Customer login ___

An online store/shopping cart ___

Online payment gateway ___

Blog module ___

Image gallery ___

Image slider ___

Other features _____

Who will provide the following resources? If not required, please write N/A:

Stock photography	[The Developer]	[Your Company]
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Company photography	[The Developer]	[Your Company]
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Artwork/ Illustrations	[The Developer]	[Your Company]
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Translation costs	[The Developer]	[Your Company]
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Copywriting text	[The Developer]	[Your Company]
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Professional logo	[The Developer]	[Your Company]
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Graphic design	[The Developer]	[Your Company]
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Other print collateral	[The Developer]	[Your Company]
Metatags/ description	[The Developer]	[Your Company]
Font Licenses	[The Developer]	[Your Company]

Does your company have a logo / established image & branding guidelines (e.g. fonts, colour schemes etc)? [Y/N]

Do you have print materials (such as business cards or brochures) that need to be matched? [Y/N]

What are the websites of your top 3 competitors?

1.

2.

3.

If you had to pick 3 websites you would love to emulate, which would they be? Also, if you have any sites that you find particularly inelegant, please include those too!

1.

2.

3.

Would you like us to update your site or would you like to be responsible for updates?

[I will update]

[That's the developer's job!]

If you want the developer to update, how often do you require updates?

Daily

Weekly

Monthly

Quarterly

Other_____

Would you like to book a dedicated training session for you or your employees to learn to update the site? [Y/N]

Is there anything else you'd like to say?

That's all for now! Thanks for taking the time to fill this in.

Cosmo