

Website Project Client Questionnaire

Help us understand your vision and bring your website to life

1 Basic Information

What's the name of your business or brand?

Do you have an existing website?

☐ Yes

☐ No

If yes, what's the URL?

Do you already own a domain and hosting?

☐ Yes, I have both domain and hosting

☐ I have a domain only

☐ No, I need help with both

2 Goals & Purpose

What is the main goal of the website?

(e.g. promote services, sell products, showcase portfolio)

What do you want visitors to do on your site?

(e.g. contact you, make a purchase, book a call)

3 Target Audience

Who is your target audience or ideal customer?

Are there specific locations, age groups, or interests you're focusing on?

4

Design & Style Preferences

Do you have brand colors, logos, or fonts you'd like to use?

☐ Yes

☐ No

If yes, please provide details (colors, font names, etc.)



Are there any websites you like the look of?

(Share links and what you like about them)

<https://example.com> - I like the clean layout and color scheme



What kind of overall vibe should the site have?

(e.g. modern, minimal, luxury, playful, techy)

e.g., Modern and professional

Pages & Structure

What pages do you want on your website?

(Select all that apply)



Home



About



Services



Portfolio



Blog



Contact

Any other pages you need?

e.g., Pricing, Team, Case Studies

Should there be any special sections or features?

(Select all that apply)



Testimonials



FAQ



Newsletter signup



Gallery

6 Content

Will you provide the text and images, or should I help create them?

☐ I'll provide all content (text and images)

☐ I'll provide some, need help with the rest

☐ I need help creating content

Do you have existing branding materials?

(logos, photos, videos, icons)

☐ Yes

☐ No

7 Functionality

Do you need any of these features?

(Select all that apply)

☐ Online store / payments

☐ Booking system

☐ Contact form

☐ Search bar

☐ User login or memberships

☐ Multilingual support

Any integrations needed?

(e.g. email marketing, analytics, CRM)

e.g., Mailchimp, Google Analytics, Salesforce



8 Technical Details

Should the site be optimized for mobile and SEO?

☐ Yes, both mobile and SEO optimization

☐ Mobile optimization only

☐ SEO optimization only

☐ Not a priority

9 Timeline & Budget

What's your ideal launch date?

e.g., End of December 2025

What's your estimated budget range?

☐ \$1,000 - \$3,000

☐ \$3,000 - \$5,000

☐ \$5,000 - \$10,000

☐ \$10,000+

10 Maintenance & Updates

Will you need ongoing maintenance or training to manage the site after it's launched?

☐ Yes, both maintenance and training

☐ Maintenance only

☐ Training only

☐ No, I'll manage it myself

Any additional notes or special requirements?

Share any other details, concerns, or ideas...

