# Website Questionnaire

*N.B feel free to adapt this questionnaire to your specific needs - it’s just a template!*

## Tell us a bit about your company:

|  |  |
| --- | --- |
| **Company name** |  |
| **Address** |  |
| **Postal Code** |  |
| **Phone** |  |
| **Mobile / Cell** |  |
| **Email address** |  |

## What does your company do?

*Give us a brief overview of what your company does, who are your main clients, price ranges, and other pertinent details which you think may help us learn more about who you are.*

## Let’s get down to business

Do you have a domain/URL in mind for your website?

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

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

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

Could you give us a ballpark figure for your available budget for the website project? (€/$\_\_\_\_\_\_\_\_\_\_)

The next few questions will help us understand exactly what you’re after with this site. Go ahead, tick as many as you need to:

## I want this site because:

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 ☐

I have my own reasons: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## My site will be built to target:

Business customers ☐

Consumers ☐

## I’d like to target clients who are:

Kids & teens ☐ In their 40s ☐

In their 20s ☐ In their 50s ☐

In their 30s ☐ Senior citizens ☐

## 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 ☐

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

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 on the market?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do you have any proof that your solutions are better than your competitors?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Our new website would need to include:

A basic HTML site ☐

An HTML5/ CSS3 website ☐

Responsive design for use on tablets & mobiles ☐

A WordPress-based CMS ☐

Online Magazine ☐

Online forum/ blog ☐

Newsletter system ☐

Social network integration ☐

Intranet system ☐

Separate, dedicated landing pages ☐

A redesign of a current website ☐

Additional requirements \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 

## We want the following special features to be included in our new website:

Registration form ☐

Video streaming ☐

MySQL Database ☐

Search panel ☐

Multicolumn layout ☐

Newsletter/ Email sign up forms ☐

Information/ request forms ☐

Uploads/ downloads ☐

Customer login ☐

Registration ☐

An online store/shopping cart ☐

Online payment gateway ☐

Blog module ☐

Image gallery ☐

Image slider ☐

Other features \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Help us out here - Who will provide the following resources?

Stock photography [We will] ***[Your Company]***

Company photography [We will] ***[Your Company]***

Other Artwork/ Illustrations [We will] ***[Your Company]***

Translation costs [We will] ***[Your Company]***

Copywriting text [We will] ***[Your Company]***

Professional logo [We will] ***[Your Company]***

Graphic design [We will] ***[Your Company]***

Other print collateral [We will] ***[Your Company]***

Metatags/ description [We will] ***[Your Company]***

Font Licenses [We will] ***[Your Company]***

## Moving on to the pretty stuff: Design!

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 we need to match? [Y/N]

Could you give us the websites of your top 3 competitors?

If you had to pick 3 websites you would love to have, which would they be?



## What will happen once we deliver the site?

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

[We will update] [That’s your job!]

How often do you require updates?

Daily ☐

Weekly ☐

Monthly ☐

Quarterly ☐

Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

Is there anything else you’d like to tell us?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

That’s all we need for now! Thanks for taking time to fill this in - we’ll be in touch with a quotation shortly.