

Web Project Questionnaire

In order to design the best website possible for you and your business, it's important that I know more about you. With that in mind, please take a moment to fill out this questionnaire to the best of your ability.

About you

1. How do you approach dog training?
2. Is there anything about your approach (either with the dogs you train or with your human customers) that sets you apart from other dog trainers?
3. Do you have any certifications as a dog trainer?
4. Do you have any formal training as a dog trainer?
5. Are there any types of dogs you won't work with?
6. List a few adjectives you'd like others to use when discussing you with their friends
7. Is there anything else I should know about how you approach your business?

About your business

8. Are there any common questions that new clients often ask you?
9. What services do you offer and how much does each service cost?
10. Do you offer package discounts for multiple training sessions, or is it one session at a time?

11. Do you offer any promotions/discounts for the first session?
12. How does your business model work? Do you travel to the client location, or do they come to you? How long does each session last?
13. Do you offer any guidance/training for dog owners on how to keep the process going/how to better communicate with their dog?
14. How do you accept payment?
15. How does scheduling work?
16. Where do you typically find clients?
17. Where/how do you market your business?
18. Is there anything else I should know about your business?

About your clients

1. Do you have any success stories you'd like your new clients to know about?
2. Are there any testimonials that you'd like to be featured on your site?
3. In a perfect world, how would you like clients approach you (email, phone, etc.) and what information should they have available for you when scheduling their first session?
4. Is there anything else I should know about your clients?

About your website

1. Are there any must-have features you have in mind for your website?
2. What impressions or take-aways do you want your clients to have of your business after viewing your website?
3. Are there any tasks you'd like future clients to do when visiting your website? For example, do you want to encourage them to call you directly to set up an appointment? Would you like them to fill out a contact form?
4. Is there anything else I should know about what you'd like for this website?