Web Design Questionnaire

**First Name:**

**Last Name:**

**Email:**

None of the following answers are required. Only complete what you want. Thank you.

# What you currently have

**Do you currently have a website? If so, what’s the address?** (If not, leave blank).

**Do you want me to arrange hosting?** Yes/No

**Do you currently have a logo?** Yes/No

**Would you like a logo to be (re)designed?** Yes/No

**Do you have any image and branding guidelines e.g. fonts, colour schemes etc.?** (If not, leave blank.

**Do you have any existing content that could be used?** Yes/No

# What you want

**What is the website’s main purpose?**

To sell products? Yes/No

To promote services? Yes/No

To collect email addresses? Yes/No

To build a brand / community? Yes/No

Other?

**What is the desired outcome from a visitor arriving at the website?**

To leave an email address? Yes/No

To make a purchase? Yes/No

To contact you? Yes/No

To fill out a form? Yes/No

Other?

**Do you already have an idea of what you want your website to look like – can you provide images/examples?**

**Do you want any of the following?**

Blog? Yes/No

Social media sharing icons? Yes/No

Links to social media profiles? Yes/No

Contact form? Yes/No

Email signup form / ability to collect email addresses? Yes/No

Ability to sell digital products? Yes/No

Ability to sell physical products? Yes/No

Other?

# Your brand

**Select from below to characterise your website’s brand:** (Select where applicable)

Accommodating Proud Rebellious Accurate Adventurous

Aggressive Nurturing Altruistic Ambitious Analytical  
 Outrageous Artistic Passionate People-Oriented Brilliant   
 Perfectionist Caring Powerful Detail Oriented Comfortable  
 Revolutionary Competitive Pure Confident Quick  
 Critical Relaxed Disruptive Demanding Edgy  
 Scientific Efficient Enthusiastic Friendly Sexy  
 Experimental Fun Feared Flexible Happy  
 Healer Helpful Spiritual Holistic Sophisticated  
 Spontaneous Hunter Stylish Idealist Imaginative  
 Tactical Impulsive Simple Innovative Thrifty   
 Intelligent Traditional Intuitive Laid Back Vibrant   
 Visionary Organized Serious Protective Conservative

**Who is the website’s target audience?**

**If you were looking for your business in a search engine, what words/phrases would you search for?**

# Further information

**How many pages will the website have roughly?**

1-10?

10-100?

100+?

**What is your budget?**

**Ideally, when would you like the website completed? And why?**

**Two or three websites you admire or would like to emulate:**

**Further comments:**

Thank you for taking the time to complete this questionnaire! Please email it to [hello@jordantart.com](mailto:hello@jordantart.com) once you have finished.