**Question List**

Now you know the why, what and how.

Let’s dig into the **actual questions** that you’ll ask.

How long your questionnaire is depends on your strategy. If you’re trying to do lots of sites at a lower price, you might want to get all the info for their entire website up front.

If you are doing higher priced sites where you include strategy discussions, the questionnaire might just be an initial filter to weed out bad clients, and to arm yourself with enough info for an in-person meeting.

Here are our favourite questions and why we ask them.

**How did you find out about us?**

This is a great question to ask for a couple of reasons.

1. It may present a marketing channel you’d never thought of
2. If they put in someone’s name, you can do something special for that person (referrals are your best friend)

**Do you have your web content ready?**

I like this question just to get an idea of where they are at right now and to gauge how much work is required. It’s also an upsell opportunity if they want help with their content. We have a multi-choice answer with the following:

* Yes, take it from my existing website
* Yes, it’s in documents ready to go
* Nope, but I will be writing it
* Nope, and I need help with it

**What are your products and services**

Probably the most obvious question of the entire brief. You’ll need an understanding of what their business does, and this question helps with that.

**Who are your ideal customers?**

So you know who you’re targeting.

**Why are the visiting your website? What’s their #1 goal?**

You might split this into several questions, but this one is important as every business is different. Some just want to get the client on the phone, some want their clients to purchase online or simply enter their email somewhere.

**What’s your average sale value (approx) -or- What is the lifetime value of your customer?**

This one is a sneaky one for me. If you know someone makes $20k from a client, that’s something you can use to quantify the value in the site you are building. If the website helps them get just one more client a year, it’s much easier to justify a $10k price tag.

**List 3 websites you like, preferably in different industries and include dot points what you do and don’t like for each**

Everyone asks for comparable websites, but it’s important to find out what they do and don’t like. So many times they say they like a website, but it turns out they only like the header and hate the rest. If you’d based your design from that, you’re in trouble. Better to find that out early.

**List out the pages you want on your website**

This one is for the clients that already have a pretty good idea, or to help the other ones think about it some more. What they write here doesn’t have to be set in stone.

**Do you have any concerns or worries?**

This one is **gold**. This is where they tell you exactly what you need to address when you talk to them later.

**To call your website a success, what would need to happen?**

Just like the above question, this is gold. It helps you craft both your pitch and make sure the website achieves their exact goals. It can also help bring out hidden things that wouldn’t have come up otherwise.

**What is your budget?**

The ultimate filter. We use a dropdown list where the smallest amount is “<$2000”. Generally, you’d set the bottom level as the budget you don’t want to work with and may simply refer them to someone else.

**What is your timeframe / launch date?**

Just in case you get a surprise 2 weeks in that everything needs to be finished in 3 more days.

**(Anything else that is a dealbreaker for you)**

Include this as questions so you can make the decision not to worth with them faster.