



**DIGITAL LINK**  
YOUR LINK TO THE DIGITAL WORLD

# Website Design Client Questionnaire

## GENERAL INFORMATION

*\* denotes a required response*

Business Name\*

Primary Contact\*

Title

Business Address\*

Phone Number\*

E-mail Address\*

Current Website URL (if applicable)

Current Web Hosting Company (if applicable)

## BACKGROUND INFORMATION

Please describe your organization in a few descriptive sentences\*

What sets you apart from your competitors? What makes your organization unique?\*

What are the objectives for the website? What are you hoping to accomplish?\*

Who is your target demographic? What message would you like your website to convey?

## BRAND IDENTITY

List any important words/phrases (slogans & taglines) you would like people to associate with your image and/or brand.\*

Do you have a high resolution (vector) logo?\*

☐

Yes

☐

No

☐

Unsure

Would you consider a professional redesign your logo?\*

☐

Yes

☐

No

☐

Unsure

Do you have a style guide or brand standards?

☐

Yes

☐

No

Are there specific colours that you would like incorporated into your website? ( If you have specific Pantone numbers, CMYK, RGB or Hexx numbers, please include them)

Are there any specific fonts associated with your brand?

## DESIGN PREFERENCES

Please list the names of 2 - 3 websites that you find appealing

Website #1 URL

Website #1 Comments

*\*Please specify which elements you enjoy about the website. (Ex. Scrolling gallery, Dynamic header, Unique social media icons, etc.)*

Website #2 URL

Website #2 Comments

Website #3 URL

Website #3 Comments

Are there any elements about websites that you find unappealing?

## CONTENT/SPECIAL FEATURES

### Standard pages\*

☐

Home

☐

About (Us)

☐

Services

☐

Testimonials

☐

Contact (Us)

☐

Directions/Map

☐

News

☐

FAQs

☐

Blog

☐

Gallery/Portfolio

☐

Bio(s)

☐

Site Map

### Special Features

☐

Upcoming Events

☐

Online Payments

☐

Uploads

☐

Downloads

☐

Quotes

☐

Search

☐

Social Media

☐

Newsletter

☐

Video

☐

Audio

☐

Illustration

☐

Other - Please List

### Database Solutions

☐

Calendar

☐

Create Account

☐

Login

☐

Shop

☐

Products

☐

Store

☐

Shopping Cart

☐

Forum

☐

RSS Feed

☐

Custom Database

☐

Other - Please List

When is the required completion date for the website?

Will your website be requiring regular updates?

☐

Yes

☐

No

☐

Unsure

Will we be providing your updates, or will you be administering them yourself?

If you have any additional comments or inquiries, please address them here.

**THANK YOU FOR YOUR TIME**



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