**Website Design Questionnaire for XZACT Real Estate Group**

**General Information**

**Target Audience:**

Who is your primary target audience (e.g., first-time homebuyers, luxury property buyers, sellers)?

* Answer: To keep it simple I want my branding to reach anybody young and old. I've kept the logo pretty simple and the colors simple to appeal to everyone. I want to be able to attract both seller and buyer leads through clean simple and modern marketing.

**Business Goals:**

What are the primary goals of the website (e.g., lead generation, brand awareness, property showcase)?

* Answer:

How will you measure the success of the website?

* Answer:

**Design and Branding**

**Design Preferences:**

Do you have any specific design preferences or styles you want to incorporate?

* Answer: I'm going to attach my for sale and open house signs so you can get the feel of the branding theme. The wife and I really like the brand ESSENTIALS Fear Of God and took a page out of their book with our logo design! The entire goal is to be simple yet memorable.

Are there any websites you admire or want to emulate? If so, what do you like about them?

* Answer:

**Branding Guidelines:**

Do you have existing branding guidelines, including logos, color schemes, and fonts?

* Answer:

How strictly do you want to adhere to these branding guidelines?

* Answer:

**Functionality and Features**

**Key Features:**

What are the essential features you want on the website (e.g., property listings, agent profiles, contact forms)?

* Answer: I want to keep it fairly simple and functional. I want an about us section an ask us a question pop up contact us agent information property listings I also like the idea of neighborhood information once they click on the house but that could take away from the simplicity and functionality I'm shooting for.

Are there any advanced features you would like to include (e.g., mortgage calculators, virtual tours, map integration)?

* Answer:

**User Experience:**

How do you envision the user journey on your website?

* Answer:

What actions do you want users to take when they visit the website (e.g., schedule a viewing, request more information)?

* Answer:

**Content and Media**

**Content:**

Do you have existing content (text, images, videos) that you want to use, or will new content need to be created?

* Answer:

Who will be responsible for providing and updating the content?

* Answer:

**Property Listings:**

How do you want the property listings to be displayed and organized?

* Answer:

What information should be included in each property listing (e.g., price, location, description, photos)?

* Answer:

**SEO and Marketing**

**SEO:**

Do you have any specific keywords or phrases you want to target for search engine optimization?

* Answer:

Are there any SEO strategies or practices you want to implement?

* Answer:

**Marketing Integration:**

Do you want to integrate the website with any marketing tools or platforms (e.g., email marketing, social media)?

* Answer:

How do you plan to promote the website and attract visitors?

* Answer:

**Technical Requirements**

**Hosting and Maintenance:**

Do you have a preferred hosting provider or need recommendations?

* Answer:

Who will be responsible for ongoing website maintenance and updates?

* Answer:

**Security and Compliance:**

Are there any specific security measures you want to implement (e.g., SSL certificates, data encryption)?

* Answer:

Do you need to comply with any specific legal or regulatory requirements (e.g., GDPR, ADA)?

* Answer:

**Feedback and Revisions**

**Feedback Process:**

How would you like to provide feedback during the design and development process?

* Answer:

How often do you want updates on the project's progress?

* Answer:

**Revisions and Changes:**

How many rounds of revisions do you anticipate needing?

* Answer:

Are there any potential changes or additions you foresee in the future?

* Answer:

**Timeline and Budget**

**Timeline:**

What is your desired timeline for completing the website?

* Answer:

Are there any specific deadlines or launch dates you need to meet?

* Answer:

**Budget:**

What is your budget for the website design and development?

* Answer:

Are there any constraints or considerations related to the budget?

* Answer: