

Web Design Questionnaire

First Name _____

Last Name _____

Email _____

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

What you have currently

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

Do you want me to arrange hosting? (Delete where applicable)

No, I'll arrange hosting / Yes, I'd like you to host the website for me

Do you currently have a logo or corporate colors? Do you have any content at the moment?

What you want

What is the website's main purpose? (Check/tick where applicable)

- ☐ to sell products
- ☐ to promote services
- ☐ to collect email addresses
- ☐ to build a brand / community
- ☐ other _____

What is the desired outcome from a visitor arriving at the website? (Check/tick where applicable)

- ☐ to leave an email address
- ☐ to make a purchase
- ☐ to contact you
- ☐ to fill out a form

Do you want any of the following? (There is space at the end of the form for other requirements). (Check/tick where applicable)

- ☐ Blog
- ☐ Social sharing icons
- ☐ Links to social profiles
- ☐ Contact form
- ☐ Email signup form / ability to collect email addresses
- ☐ Ability to sell digital products
- ☐ Ability to sell physical products
- ☐ other _____

Your brand

Select from below to characterise your website’s brand: (Check/tick where applicable)

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

Who is the website’s target audience?

Further information

How many pages will the website have roughly?

- ☐ 1-10
- ☐ 10-100
- ☐ 100+

What is your budget?

- ☐ \$1000+
- ☐ \$2000+
- ☐ \$3500+
- ☐ \$5000+
- ☐ \$10000+

Ideally, when would you like the website completed?

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

Further comments:

Reset Form