# **Website Questionnaire**

Completing this document will help me understand your project requirements.

# **Client Contact Information**

Name:

Title:

Organization:

Email:

Phone:

Billing address:

# **Project Information**

**DOMAIN:** Do you have a domain name registered? If so, what is it?

**HOSTING:** Do you currently have web hosting? Who is the host? Would you like a hosting recommendation?

**TIMELINE:** Is there a date when the project needs to be completed? (e.g.: art opening, product launch, year-end budget.)

**BUDGET:** What is the budget range for this project? An idea of your budget will help me adapt my approach to respect your constraints.

**BRANDING**: Do you already have a logo & corporate colours?

# **Your Website Goals & Objectives**

What purpose is your website to serve?

[ ] Establish a Web presence for our company

[ ] Generate requests for services/products

[ ] Create an online portfolio of your work

[ ] Educational

[ ] Online community

[ ] Online store to sell products

[ ] Provide customer service/information to our clients

[ ] Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Is Search Engine Optimization (SEO) – i.e. ranking well in Google - an important objective for your website project?

[ ] Yes!

[ ] It would be nice to rank well but isn’t main goal

[ ] No, I just want a site for existing clients or those I give my card to

# **If you have a current website, please answer:**

What are your reasons for a redesign/rebuild?

Tell me what you like about your existing site. What’s working?

What are some key areas that need improvement?

Are you wanting to keep the same content or rework it?

# **Check out your competition**

What sets you apart from your competitors? What do you offer that they don’t? Why should someone hire you out instead of your competition?

Review three competitor’s websites:

*Competitor #1:*

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Website address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Review their website. What are they doing right?

What would you do differently/better?

*Competitor #2:*   
Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Website address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Review their website. What are they doing right?

What would you do differently/better?

# **Design**

When you look at the design of websites in general, not just your competition…

1. List websites that show colour combinations that you like:
2. List websites that have a look and feel that appeals to you: List adjectives that describe what you like about the look and feel of the site. (e.g.: modern, traditional, clean, clear, and professional.)
3. List websites with design elements do you like: and please specify what you like on the site.

Please list any design choices you don’t want included? (e.g.; Dark background, drop-down menus, etc.) Feel free to link to sites you don’t like and tell me what it is about the site that you dislike.

# **Message & Audience**

What is the key message you want to communicate about yourself/ your business? This is known as an elevator pitch.

Who is your ideal client/your target market? Who is your message intended for?

If you were your own ideal client, what would you be looking for when you arrive at a website?

A “call to action” provides direction to your site visitors.  What do you want the site visitor to do when they land on your home page? Do you want people to Call? Buy? Register? Subscribe? Donate? Browse your Portfolio?

# **Planning your website**

Approximately how many pages will the site have?

How many different page layouts will you need? (e.g.: home page, pages with sidebar, full width page, etc.)

Please list any features you would like. (e.g.: blog, shopping cart, PayPal buttons, event calendar, etc.)

If this is an online store, what shopping cart solution will you be using? If you are unsure we can discuss this in-depth further down the track.

[ ] WordPress Commerce?

[ ] Big Cartel

[ ] Shopify?

[ ] Unsure

[ ] Other? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If you will be processing online payments:

* How many products? \_\_\_\_\_
* Do you need to charge tax? [ ] HST [ ] PST [ ] No
* Are you selling digital downloads? [ ] Yes [ ] No
* What method of shipping are you using?
* How you will accept payments? PayPal or another payment gateway?

Do you intend to insert most of the page content yourself or will you provide all content to Sarah Oliver?

Is the content already created for this site?

[ ] Yes – we’re copying from our existing site

[ ] Yes – we have prepared Word documents for each page

[ ] No – when will the content be ready? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Are you interested in professional SEO copywriting services?

[ ] Yes

[ ] No

Do you have photos, graphics, artwork?

[ ] Yes

[ ] I’ll need help sourcing stock images

[ ] Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Will the site include video?

[ ] Yes – Provide your YouTube or Vimeo link \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[ ] No

Do you intend to update the website content yourself or will you need ongoing updates by Sarah Oliver?

# **Thank You!**