

Website Design/Develop Client Questionnaire

How would you describe the objective of this website/project?

Ideas: to show case past work, generate new leads for my business, provide a better service for my existing clients, sales tool

How would you rank the importance of these objectives?

- 1
- 2
- 3
- 4
- 5

How would you describe the value and benefit of a successful website?

Who are your customers?

Geo target, professionals, home owners, men, women, sports enthusiasts, age group, other?

What do you dislike most about your current website?

What other sites have you seen that appealed to you & why

Please list sites

- 1
- 2
- 3
- 4
- 5

Have you researched your online competition so you have an idea of what you do and don't want on your site?

If you were using a search engine, what words or phrases would you use to find your site? Which of these words or phrases is most important? Second? Third?

Who are the decision makers & approvers on this project? What is the turnaround time for making a decision?

Are you planning to do online sales? If so, what is the product, and how many items do you want to sell online?

Do you want a contact form or any other forms on your website?

Do you want your email protected from spammers & scammers?

Do you need an image gallery, video or other multimedia content?

Do you want a blog or other regularly updated content?

What is your deadline for completing the site?

How often would you prefer communications, meetings, status reports

How will you judge the website & project a success?