



back 2 basics • website questionnaire

Any website project can be an intimidating experience. We use this document to help make this very large and sometimes confusing project of a new website more manageable with regards to what determines a good website from a bad one, and even what you need to have on the website itself.

We want this process to be as painless as possible. In order to get the process started, we have created this questionnaire for all new website clients. Please take a few moments to answer these questions. Your well thought out answers will help us get a grasp on your needs, start devising a strategy to maximize your outcome and budget and prepare us for our first meeting with you.

About You and Your Company

- What's your story? How did your company come into existence? How long have you been in business?

- Tell us about you, your company's vision, staff and goals.

- Tell us about the industry your company works in and how you envision this website giving you an advantage against your competition.

- Do you have an existing website? If yes, what is the address of the site and why do you feel it is not currently meeting your company's needs?



Website Goals

- What are your short term goals for the website (what MUST it do and have when it is launched)?

- What are your long-term goals for the site (what do you envision it doing for your business 3-5 years from now)?

- How will the site serve your visitors/users/clients?

Content & Design

- Provide an overview of the content you will provide to users. Please try to identify both static content that doesn't change (known as static content - like a company about page, pricing page, or a portfolio) and frequently changing content (known as dynamic content - things like product inventory, user submitted content, news & updates, etc.).



back 2 basics • website questionnaire

• What content (if any) will require direct user interaction (i.e. submission forms, user registration, account profiles/management, shopping cart, etc.)?

• How far along are you in defining the content of your site? Have you written your company description, services outline, pricing guide, staff bios, terms of use, privacy policies and other similar content?

• Do you have company Logo, Branding and Identity established?

• Are there any colors or design elements you would like us to focus on, or colors that you would like us to avoid using?

• Are there any cultural practices that you would like us to observe or adhere to that we may not be aware of?



back 2 basics • website questionnaire

• Do you have images, media and textual content prepared already? If so, what format are they available in (digital, hard copy)?

• How would you breakdown the various sections of the website (i.e. homepage, about, products, etc.)?

• Can you provide an estimate of how many unique “pages” you see for the site?

Technical Needs

• Have you already secured a Domain Name (i.e. yourbusiness.com)?

• If yes, who is it registered with? Do you know your account login/password?

• Do you need the website hosted?

• Do you need domain specific email accounts/support?



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• If your website generates the traffic you anticipate, how many daily users do you anticipate initially, 1 year from now and 3-5 years from now?

• Will your website require a back-end database and application to handle dynamic content or user submitted content?

• Will your website contain items that will need to be updated often, (ie, images, copy, etc.)

Other

• Have you ever worked with a website contractor before? Describe your experience.

• How would you rate your understanding of web technologies and how websites are built on a scale of 1 to 10, 1 being no knowledge and 10 be expert knowledge?

• What is your understanding of Search Engine Optimization and how to get your site ranking high in search engine results? How important is this element of the website project to your business?



back 2 basics • website questionnaire

• Have you thought about how you would like to arrange for long-term maintenance and updates to your website?

• Are there any websites that you have seen and liked that you could refer to as a point of reference? If so, please list the url's here.

Thanks so much for taking the time to fill this questionnaire out. We look forward to working with you soon.