

Website Questionnaire Preview



1. Company Name
2. Company Website
3. Contact Person
4. Email
5. Phone Number
6. Do You Have A Url For Your Website?
 - a. If Not, Do You Need Us To Buy Your Domain?
7. Do You Need Us To Handle Hosting?
8. What's Your Deadline For This Project?
9. Could You Give Us A Ballpark Figure For Your Available Budget For The Website Project?
10. The Next Few Questions Will Help Us Understand Exactly What You're After With This Site. Go Ahead, Click As Many As You Need To. I Want This Site Because:
 - a. I Need To Build Awareness For My Brand
 - b. I Need To Offer A Contact Point To My Clients
 - c. I Need My Company To Have A Better Image Online
 - d. I Need To Sell My Product/Service Through My Site
 - e. I Need To Use It To Build Customer Loyalty
 - f. I Need To Reach People In Many Languages
 - g. I Need Somewhere To Promote My Latest Product/Service
 - h. Other
11. My Site Will Be Built To Target:
 - a. Business Customers
 - b. Consumers
 - c. Kids & Teens
 - d. In Their 20s
 - e. In Their 30s
 - f. In Their 40s
 - g. In Their 50s
 - h. Senior Citizens
 - i. Other
12. My Clients Come To Me Because:
 - a. I Offer Excellent Service
 - b. I Have The Best Products On The Market
 - c. I Have The Best Prices On The Market
 - d. Other
13. Do You Want To Expand Your Target Audience In A Certain Direction?
14. Some Words About Your Company
15. Average Number Of Employees
16. Someone's Searching The Web For Your Business. What Words Or Phrases Will They Search For In Google? List All Keywords:
17. What Is It That Makes Your Products Or Services Unique On The Market?
18. Do You Have Any Proof That Your Solutions Are Better Than Your Competitors?

19. Our New Website Would Need To Include:

- a. Responsive Design For Use On Tablets & Mobiles
- b. A Wordpress-Based Content Management System (CMS)
- c. Articles
- d. Podcasts
- e. Videos
- f. Reports
- g. Online Magazine
- h. Online Forum/ Blog
- i. Newsletter System
- j. Social Network Integration
- k. Intranet System
- l. Separate, Dedicated Landing Pages
- m. A Redesign Of A Current Website
- n. Other

20. We Want The Following Special Features To Be Included In Our New Website:

- a. Information/ Request Forms
- b. Newsletter/ Email Sign Up Forms
- c. Video Streaming/ Ott
- d. Search Panel
- e. Store/ Shopping Cart
- f. Online Payment Gateway
- g. Ad Network Support
- h. Affiliate Marketing Support
- i. List Building Support
- j. User Profiles
- k. Tiered-User Content
- l. Subscription Options
- m. Ad-Monetized Media Player
- n. Branded Application
- o. Customer Login
- p. Uploads/ Downloads
- q. Other

21. Who Will Provide The Following Resources?

- a. Stock Photography
- b. Company Photography
- c. Company Photography
- d. Other Artwork/ Illustrations
- e. Copywriting Text
- f. Professional Logo
- g. Graphic Design
- h. Other Print Collateral

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- i. Meta Tags/ Descriptions
 - j. Font Licenses
22. Does Your Company Have A Logo / Established Image & Branding Guidelines (E.G. Fonts, Color Schemes, Etc.)?
 23. Could You Give Us the Websites Of Your Top 3 Competitors?
 24. If You Had To Pick 3 Websites You Would Love To Have, Which Would They Be?
 25. Would You Like Us To Update Your Site Or Would You Like To Be Responsible For Updates?
 26. How Often Do You Require Updates?
 27. Would You Like To Book A Dedicated Training Session For Your Team Members To Learn To Update The Site?
 28. Is There Anything Else You'd Like To Tell Us?