

## WEBSITE DESIGN QUESTIONNAIRE

Please fill out and return this form by email. Your response will help us understand your goals and the general direction for your new website once we understand your vision, what type of business you operate and what your expectations are.

Client input is the most important factor in building a website that defines your brand and achieves your overall goals of the project. This questionnaire will help guide you through the creative process of bringing your ideas to life, including your message, the target audience, the look and feel, and any special features you would like to include.

Each key decision maker should fill out his or her own form. You are encouraged to add any additional information at the end of the questionnaire.

### Contact Information

Company Name	<input type="text"/>	Date	<input type="text"/>
Contact Name	<input type="text"/>	Title	<input type="text"/>
Address	<input type="text"/>		
Phone	<input type="text"/>	Fax	<input type="text"/>
Email	<input type="text"/>		

How did you hear about us?

Do you have a domain name? Yes  No  If yes, what is it?

If no, will you need us to obtain one for you (you will be asked to list options at the end)? Yes  No

### Services (check all that apply)

Website Design & Development	<input type="checkbox"/>	Redesign of Current Site	<input type="checkbox"/>
Custom Design	<input type="checkbox"/>	Logo Design	<input type="checkbox"/>
Website Maintenance	<input type="checkbox"/>	Search Engine Optimization (SEO)	<input type="checkbox"/>
Social Media Integration	<input type="checkbox"/>	Social Media Management	<input type="checkbox"/>
eCommerce	<input type="checkbox"/>	Other	<input type="checkbox"/>

What is the budget for your project?

Is there a deadline for the project?

Would it be helpful for the project to be broken up in phases for financial purposes? Yes  No

Will this be a redesign of your existing website? Yes  No

Will you be using your existing website content or new content? Existing  New

If you are not using existing content will you be using our copywriting services (please be detailed)?

Roughly, how many pages would you like for the new website?

**Background**

Describe the nature of your business.

List all of the services you provide.

Describe your target audience.

Do you have any marketing materials or programs that we need to incorporate? If yes, please explain.

**Goals, Purpose, Message, Strategy**

Entertainment  Increase Sales

Increase Brand Recognition  Improve Internal Communication

- |                               |                          |                                     |                          |
|-------------------------------|--------------------------|-------------------------------------|--------------------------|
| Reduce Customer Service Calls | <input type="checkbox"/> | Increase Prospective Customer Base  | <input type="checkbox"/> |
| Provide Frequent News Updates | <input type="checkbox"/> | Connect with Clients (social media) | <input type="checkbox"/> |
| Sell a Product or Service     | <input type="checkbox"/> | Other                               | <input type="checkbox"/> |

**Design**

General look and feel of the site.

What is the existing color scheme, or are you looking for something new?

List all of the sites you like/dislike and describe what you like most/do not like about each.


Do you have a company logo? Yes  No

Do you have a company slogan/mission statement? Yes  No

If yes, what is it?

Do you have a corporate color scheme/icons/graphics/symbols that we should incorporate into the design scheme? Yes  No

If yes, please list?

Will you need help with graphic design? Yes  No

Do you have professional photos to use for the website? Yes  No

If not, would you like us to provide photography or stock photos for you? Stock Photos  Photography

Do you have existing text/content for the website? Yes  No

If not, would you like to utilize our copywriting services to help create content? Yes  No

**eCommerce**

Will you be accepting credit cards? Yes  No

If so, do you have a merchant account setup? Yes  No

Who is the merchant account setup with?

How many products will you be selling? Yes  No

Do you have graphics/images of the products? Yes  No

**Maintenance**

Would you be interested in having MG update and maintain you website? Yes  No

How often will you update your content/photos/graphics? Daily  Monthly  Quarterly  Yearly

**Search Engine Optimization**

Are you interested in SEO services (getting your website to rank high on search results)? Yes  No

What type of keywords do you believe potential clients will be searching for to find your business?

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Who are some of your competitors?

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**Budgets**

Please list the approximate budget ranges you are looking to invest into your business name and web presence below:

Website design and development:

Graphic design and branding:

Monthly maintenance:

Monthly SEO services:

Yearly marketing campaigns:

Did we miss anything? List all additional comments here:

*Please save a copy for your self and email us the completed questionnaire. Please try to answer every question as detailed as possible to help us better estimate a project scope and budget. Any questions that you cannot answer, leave blank and we can discuss them. Thanks, your done!*