



New Website Questionnaire

Client Name: _____

Contact Name: _____

Phone: _____

Fax: _____

Email: _____

Billing Address: _____

The Basics:

Your company, your target audience, your website.

What is your approximate budget for this project, and when would you like to see the work completed?

Budget: _____ Deadline: _____

Please briefly describe your company:

Please briefly describe the website that you would like created:

Who is your target audience?

Who is your primary competition? Do they have a website? Do you have any comments about it?

What function would you like the site to perform for your business?

- Reach Potential Clients
- Provide information for current clients
- Other:

The Look

Your existing branding, colours, the look & feel.

Do you currently have branding in place that you would like your site to reflect? (colours, logos)

What sort of look do you prefer? (for example: clean and simple, bright and flashy, down to earth)

What are your favorite/least favorite colours and why?

Please give three examples of websites that you like. What do you like? What would you change?

Do you have any additional comments or questions regarding the way your site looks?



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The Content:

The bits that fill in your website, the good stuff!

What main sections do you envision for this website? Will there be sub-sections? Please list:

(If filling out by hand, use the back of this sheet if you run out of room. If replying digitally, attach extras in a Word doc.)

Do you have written content prepared? If not, do you require the services of a copy writer?

Do you have pictures prepared? If so, will the current photos need to be edited or touched up? If not, will stock photographs need to be purchased?

Please check off any of the following keywords that describe your business:

- Dependable Fun Enthusiastic Precise Established
- Progressive Serious Unique Original Edgy
- Traditional Hi-Tech Integrity Mainstream Strong
- Any others:

The Loose Ends:

Any extra things not covered in the questionnaire.

Would your company benefit from displaying the fact that your website is run on clean energy?

Once your website is finished, are there any other promotional materials that you'd be interested in having updated to match the new site? Check any that may apply:

- Logo/Identity Advertising Posters Brochures
- Sales Material Direct Mail Stationary Signage
- Business Cards T-shirts Stickers Marketing Material
- Any others:

Do you have any additional comments or questions?
