

This questionnaire will help you gather all the information your web designer needs to start. It will also help you assess the scope of your web design project and sort out your business's wants and needs. You can create a basic plan and then add a phase or two if you don't need to implement everything at once.

## FOCUS

What is your business about?

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Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features?

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What makes your business stand out from your competitors? example: "My clients love the way I pay attention to details that even they sometimes overlook." or, "I have 30 years of experience." or, "One of my clients said that watching me paint his porch was like watching Picasso paint a masterpiece..."

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What are your plans for the website in the **long-term**? examples: "I plan to hold live webinars every Tuesday." or, "I want to host a complete video library on how to use all of the products I sell on my website." or, "I just want people to be able to find me and what I offer."

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Do you plan to schedule services?    Take donations?    Create discussions?

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Do you plan to sell products? If so what kind? Tangible or downloadable?

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## BUDGET

What is your budget?\*

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## DESIGN REQUIREMENTS

How many pages and what features are required?

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Will an email marketing template be needed, or branded banners for social media pages?

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Do you have company colors?

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Is a logo needed?

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Please list the links of five other sites that you like. Why are they attractive to you?

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## PURPOSE OF THIS PROJECT

What is the goal of this design project? examples: to give your business credibility, to allow new clients to find you, as an online brochure, as a marketing component for your products or services, to create awareness of an issue you need support on, to announce events (classes, club meetings, fundraisers), to share your hobby, to show your art, to build community...

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What do you want visitors to do on your website?

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## TARGET MARKET

Who are you trying to reach with this design project or campaign? Pay special attention to their income, interests, gender, age bracket. If your website is a business-to-business site, what sort of companies are you hoping to attract?

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## DEADLINE

Set a deadline and allow plenty of time (weeks or months) for the design work to be done.

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\*Just as you can purchase a plain white fridge that cools your food just fine for around \$600, you can also choose a deluxe Subzero model that makes ice, runs cold filtered water from a spigot, and tells you when your food is outdated for around \$8,000.

That said, no matter what, you probably don't want to pick up a free fridge from the alley. It wouldn't do much for you for very long.