

DEBWEBDESIGNS CLIENT QUESTIONNAIRE

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Hello, this questionnaire will help both the client and Debbie create a website for you that will be effective to enhance your services via the World Wide Web. Having a website is important to providing a presence in society to build your business.

The focus on any business plan is allowing the public to visit your website and grab their attention in the first few minutes. Some of the best sites are simple and state exactly what services you have to offer.

After you, the client, complete this questionnaire we will meet and talk about the plan, design, cost, and maintenance needed to produce a winning web presence to serve your prospects. I am aware that not all of these questions may pertain to you and your business, but I have found that by asking a variety of questions it will spark some great concepts to create a better website.

Complete the questions below. Once you are finished, choose submit to email it to me at deb@dewebdesigns.com If you have any questions, please feel free to contact me at 619-820-4927.

Client information

Name:

Company:

Email:

Address:

City, State, Zip:

Phone:

Fax:

Website address URL(domain name):

(If do not have a domain name, we can acquire one for you. I use Go Daddy for purchasing domain names)

Is this a new website or a redesign of a current site?:

Do you have a hosting company?

(All websites are resident on a main server computer which connects to other computers online. Once a website is constructed it is placed on a server computer. If you currently have a website that is present on the WWW, then you have a host providing that service. I will explain this more at our meeting.)

- 1. Why do you want to have a new website, or have your current site redesigned?**

- 2. Please describe your organization in a few sentences.**

- 3. What situations do your prospects have that your business solves?**

- 4. How can your particular work background help prospects, compared to others in your industry? What's special about your work experience, location, services?**

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

- 6. Please describe your potential customers. Pay special attention to their income, interests, gender, age, even type of technology they use. If your website is a business-to-business site, what sort of companies are you hoping to attract?**

- 7. How many pages will be on your site? Example are: Home, About Us, Services, Contact Us**

8. What colors do you prefer?

9. Do you have a logo?

10. Will you want photos, videos?

11. Will you have a blog or a newsletter?

a. If so, how often will you post or update it?

b. How much time will you be able to spend online, responding to inquiries that come in via your website? Once a day? Several hours a day?

12. Have you researched your online competition so you have an idea of what you do and don't want on your site?

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

14. What do you NOT want on your site in terms of text, content, etc.?

a. For example, if you want photos, will you have permission to post the photos on the website? Do you want names associated with the photo?

b. Do you want the public to be able to post questions to your blog?

- 15. Where is the website content coming from? Who's responsible for updating it? How often do you anticipate updates on your site?**
- 16. Are you planning to do online sales? If so, what is the product, and how many items do you want to sell online? This component does involve more time and expense on the web developers duties.**
- 17. If you were using a search engine, what words or phrases would you use to find your site? Which of these words or phrases is most important?**
- 18. Other than what search engines will produce, what methods do you have in mind to spread the word about your website?**
- 19. How do you plan to encourage repeat visitors and referrals?**
- 20. What is your budget for your website and monthly hosting?**