

Website Planning Guide / Client Questionnaire

Creating a new website or redesigning your current one can be an overwhelming task. We're here to help simplify the process. It is important to spend time before creating your website to think about what you would like to achieve with your new site. Let's get started!

Tell me about your business.

If you have a current website, start with the following questions.

Let's Talk About Your Current Site (if you have one, otherwise skip this section)

List the top three things you do not like about your current site:

1. _____
2. _____
3. _____

What features would you like to keep (if any)?

Do you have website statistics for your current site? Do you have a copy for your records?

Do you have a current logo you would like to use?

Let's Talk About Your Competition

Do you know who your competitors are?

What makes your products / services unique? How do you stand out from the crowd?

Let's Talk About Your New Site

What do you hope to accomplish with your new website?

Who is your target audience? Describe them as much as possible.

When a visitor arrives at your site, what would you like them to do?

Is there any new content that will need to be written for the website? Who will be responsible for that?

List three websites you like (related to your work or not) and what you like about each one (color scheme, navigation, layout, etc.). This will help us get a better idea of your taste.

Website #1: _____ Likes: _____

Website #2: _____ Likes: _____

Website #3: _____ Likes: _____

Let's Talk About Your Online Store *(for e-commerce websites only)*

How many products do you plan to sell at first? _____

How many products do you plan to sell in the future? _____

How will you handle shipping?

What payment gateway will you be using (PayPal, etc.)?

Timeframe & Budget

When would you like to launch your new website?

What is your budget for building a website?

Congratulations! You've Successfully Planned Your New Website!