

webbydeb

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Debra M Smith

Client Questionnaire for Web Sites

Date: _____

Below is a sample Questionnaire. If you are considering a website consultation, the following subjects are important in helping me determine what you are looking for and how I can assist. Contact me via my contact form at webbydeb.com for the real questionnaire so we can get started!

A. Tell me about you:

Company name: _____ Primary contact/title: _____

Address: _____ City: _____ St: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Web URL: _____

Please describe your primary business or service. _____

Do you have a mission statement? _____

Who are your primary competitors? _____

Have you researched their web presence? _____

What are their website addresses? _____

B. Objectives

Please indicate which of the following features you would like to have on the new site:

- Feature Imagery
- Product/Services information
- Data collection
- Social Media references
- E-Commerce
- Blog
- Mobile-friendly
- Online newsletter
- Easy, internal updating of content
- Product advertising and/or special promotions
- Other: _____
- Other: _____

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Which of the above features do you feel are the most important to your new site? _____

What is your desired public launch date for this project? _____

C. Marketing Strategy

Do you have an established marketing strategy or marketing plan? _____

Do tell: _____

How will you market your website? _____

Will the site be promoted via online channels? Yes (check all that apply) No

Online Advertising

Email

Links from other sites

Other: _____

How will the success of the site be measured or what specific criteria will you use to determine if your expectations are being met? _____

What do you consider your marketing strengths? _____

Marketing weaknesses? _____

E. Who will your Web site visitors be? (customers or clients)

Are most: individuals businesses/agencies or both

If your visitors are predominately individuals: What percentage is male? female?

What are their general age group(s) pre-teen under 18 young adult adult senior

Average target education level: high school some college college graduate further

Average household income:

up to \$20,000 \$21 to \$40,000 \$41 to \$60,000 \$61 to \$80,000 \$81 to \$100,000 \$100,000 +

What do your customers have in common? _____

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If your visitors are predominately businesses:

Do they sell a service, a tangible product, or both? _____

Do they tend to be small companies (less than 100 employees), middle level (100 to 1,000 employees), or large (more than 1,000 employees)? _____

Are there wholesalers, distributors, or agents between you and your customer? _____

F. Site Content ("Content" for this purpose is defined as text, graphic art, and photographs.)

What information do you want to have on the site? _____

Will this site make use of existing copy?

- Yes, existing content will be used exclusively without revision
- Yes, existing content will be used exclusively but will need revision
- No, all content will need to be created
- Both, some existing content will be used and some new content will be created

Will you require new, original photography? Yes No.

Will you require new, original artwork/illustration? Yes No

Who will be responsible for providing new content? webbydeb Internal Third party

G. Site Maintenance

How often do you anticipate updating your site content?

Who will handle changes/revisions to this site?

Internal staff webbydeb Third party Other: _____

H. Technical Issues

Do you have any technical requirements for the site? _____

Thank you for taking the read through this. More in-depth discussion of the above topics will take place when we meet. Sincerely, Deb