



## Website Creation Questionnaire

### 1. What does your business do?

Getting a **thorough understanding** as to who you are, what you do, how long you've been in business will help us perform design research and make decisions about your site.

### 2. What do you want your site to accomplish?

**What's your primary goal for the site? What do you want most from it?**

Quote requests, sales, class booking, share information, build more memberships?

#### **What are your secondary goals for your site?**

If your visitors aren't ready to buy right now, or take you up on your primary offer/ call to action, what would you like them to do instead? Newsletter opt-in to build your list, eBook download, Facebook likes etc?

### **Specifically, do you want the site to:**

- *Get more inbound leads / quote requests / phone enquiries?*
- *Increase brand awareness?*
- *Educate your audience?*
- *Encourage sales?*
- *Entice visitors to your restaurant / store?*
- *Collect email addresses and build a list?*
- *Encourage social media interaction?*

### 3. Do you have a website now?

#### **Is Your Current Site Operating?**

- *When did you get this site?*
- *Do you find it easy to use and edit?*
- *What do you like about it?*
- *What DON'T you like about it?*
- *Is it giving you the results you want to see?*
- *Have you got Google Analytics setup? If so, can you generate a report for us so we can see what's working?*
- *What would you like to see carry over to the new site?*

#### 4. What makes your company remarkable?

##### **Examples could include:**

- The Best Food In Eastern NC!
- *Having awesome customer service.*
- *An amazing guarantee or returns policy. Tip: Think Zappos and their 12-month shoe return policy!*
- *Being the exclusive supplier of a product in a certain area.*
- *Supplying the best quality product around.*
- *Fast or Free delivery.*
- *Offering unique add-on packages no one else can.*

#### 5. Who are your competitors?

#### 6. What other website(s) do you like and why?

#### 7. Who are your customers and what are their needs you help overcome?

*"If you could roll all your customers into one super-customer ... what would he/she be like?"*

#### 8. What features do you want your website to have?

##### **For example, do you want:**

- *A shopping cart?*
- *Social media implementation?*
- *Email collection and email marketing capability?*
- *Auto-responders for nurturing?*
- *A blog or news feed?*
- *Photo galleries?*
- *Onsite videos?*
- *A mobile site?*
- *The ability for people to leave comments?*
- *A quick contact form, quote request or booking form?*

9. How will you determine your results?

**For example:**

- *The amount of new enquiries you get.*
- *Number of signups for the site's free trial or e-book?*
- *Number of users or sales?*
- *Amount of traffic.*
- *Level of activity on the site's blog.*
- *Number of social media (Facebook / Twitter) followers.*

10. Do you have a style guide or any existing collateral?

11. Do you plan to advertise your website once it's operational?  
How?

12. How soon do you want a customer / client to visit your new website?