

Website Design Client Questionnaire

The intention of this checklist is to establish a common understanding of the website you want and the steps involved in achieving this. Don't worry if you don't know the answer to all the questions, but the more information you are able to give the better.

1. What is your business's name?

Your business name is important when considering domain names. It helps with SEO if your business name contains keywords related to your trade/business.

2. Please briefly describe your business, what services you offer, how and where you operate and who your customers are.

We need to know about your business to build a website for it. Each service you offer will typically have it's own page(s) on your website. It is also helpful to know what your unique selling points are and why potential customers should choose you over your competitors.

3. Do you have a logo and/or established image and branding guidelines e.g. fonts, colour schemes etc?

A consistent image is important for a business. If you already have a logo and style then these will form the design of your website. If you do not then they will need to be designed.

4. Do you have a domain name in mind or already registered?

A domain name is important for a number of reasons. It should be short, memorable and both easy to type and say. It should also be relevant to your business name and the services you offer. Some of our clients already have a domain name registered, but for those who don't, we will help you to register.

5. What is your budget for your new website?

Budget can be a sensitive area and we respect that costs should be kept as low as possible while achieving what is required. However, an idea of budget will enable us to steer you towards the most appropriate type of website for your business.

6. What is your deadline for getting the new website live?

This gives us a target to work towards and helps us prioritise our work.

7. What different web pages do you want to have on your site and what different features do you want to include on these pages?

This is possibly the most important question in determining the nature of your website. We need details of each page and the key points of information and functionality that they will cover and as much detail as possible - e.g. if you want an image gallery then state (roughly) how many images, categories etc and how you want it to function and give examples.

8. Are you able to provide all the content (text and images etc.) for the different pages of your site?

Normally our clients are responsible for delivering all content for the pages of their website including headings, text, images (and other media) etc. and we would ideally not start work on a website until this had been provided. We would then perform a degree of SEO on the content as we add it to the website.

9. Are you able to provide us with high quality images to be used on your website and do you have permission to use these images?

The more fantastic images of your business and the services it provides the better from a web design point of view. These images need to be high quality to get the best out of them on your website.

10. If you were looking for your business in a search engine (e.g. Google) what words/phrases would you search for?

Identifying the right key words and phrases is important as these will form the basis of the search engine optimisation of your website. We use SEO to get your site to come up near the top of the search results for your chosen keywords to help your customers find your website. Let us know the most important words and phrases (in order).

11. Do you want to include any links/feeds from social networking sites?

Social Networking is an important way of generating interest in your business, connecting with its customers and driving traffic to your website. Having a feed on your website can act as a news stream and link website visitors with a way to get in touch.

12. Do you want us to setup any social networking pages for you?

Kindly let us know if you already have social networking sites or you would like us to create them for you.

13. Do you want to include share/like buttons for the popular social networking pages on each page of your site?

Social bookmarks are a powerful tool in marketing your website by allowing 1 click linking to your site for your visitors.

14. How often will your site be updated and do you need to be able to make frequent updates yourself?

Websites are programmed in html and other code and are not normally updatable by their owners unless they have some web design knowledge. However, a website can be designed with a Content Management System (CMS) to allow authorised users a secure way of adding and updating content with no web design knowledge.

We will make any updates that you require for your website; or we can build in a CMS if you want to be able to do this yourself.

15. Please list any email addresses you want us to setup with your website and indicate which one(s) to publish on the website and use for any contact forms etc.

16. Do you have (or wish to organise) you own website hosting?