Web Design Questionnaire:

🔖 *Read about this online at:* **bbd.fyi/questionnaire**

This section will help to determine the goals, requirements and the time line of your project. It may even unearth some ideas you haven't previously thought of. Your answers will help us to craft realistic goals, time-lines and provide you with an accurate proposal. Please use the last page if you need additional room to write.

1.) Why have you decided to have your website redesigned, or create a brand new one?

_____
_____

2.) If you don't have your website redesigned or create a new one, what will happen?

_____
_____

3.) Can you briefly describe your organization for us?

_____
_____

4.) Please tell us what it is about your skills and background that makes what you do special for your customers.

_____
_____

5.) What makes your work background different from your competitions'?
What makes you stand out in your industry?

_____
_____

6.) You believe that your potential customers should choose your business over the competition. Why?

_____
_____

7.) Your business solves a problem for your potential customers.
What problem do they have when they seek you out?

_____
_____

8.) Does your company have a tagline? Does the tagline (or slogan) offer information on the benefits to doing business with your company?

_____
_____

9.) Who are your customers? Please tell us everything you can about who they are, including information like their age, gender, what their interests are, and if possible, the types of devices they use to access your website. If your site is intended for a business-to-business audience, tell us what you can about the companies your website will be designed for.

_____
_____

Web Design Questionnaire continued.

10.)   What is your budget for this project?

_____
_____

**11.)   Who oversees making decisions on your project?
What can we expect for a turnaround time when decisions need to be made?**

_____
_____

12.)   Who else will be involved in the project? If it will involve your employees, what are their roles in the company? Do you have a webmaster on your staff, and will they be involved in this project?

_____
_____

13.)   Your project needs a completion date. When is the deadline?

_____
_____

14.)   Design samples tell our creative team about the styles you prefer. Please provide us with the names or URLs of five websites you like. What is it you particularly like about these websites?

_____
_____

**15.)   Have you browsed the websites of your competition?
This will give you insight on the things you do and don't like.**

_____
_____

16.)   For the content on your website, what do you NOT want on your business website?

_____
_____

17.)   Do you have a plan for sourcing your website content? If you need help to create quality content for your website, let your designer know. At Beau Brewer Digital, this is something we can take care of for our clients as part of your project. If you have content, who will oversee updates? Do you the text available for us to post on your website?

_____
_____

18.)   Does your business have a logo?

_____
_____

**19.)   Will you be selling products on your website?
If so, please tell us what the product is and approximately how many different items you plan on.**

_____
_____

Web Design Questionnaire continued.

20.) If you will be selling products on your website, you will require a way to accept credit cards.
Do you have an online payment processor set up?

_____

_____

21.) Customers will try to contact you through your website. How often do you plan on responding to your potential customers? Will you be checking for messages multiple times a day, or just once?

_____

_____

22.) Imagine that you are at your computer and want to find your website on a search engine. What would you type in to find your business? Which words or phrases do you feel are most relevant to your business? What are the second and third most important words or phrases?

_____

_____

23.) Potential customers will find your website through search engines. Outside of that, how else do you plan for your customers to find your site? Business cards, social media, advertisements?

_____

_____

24.) You are planning for your website to result in additional business for your company.
How long are you planning for it to take to see results?

_____

_____

25.) What is your plan for encouraging your site visitors to link their friends to your page?
Do you have a plan for encouraging customers to return to your website again in the future?

_____

_____

Notes: