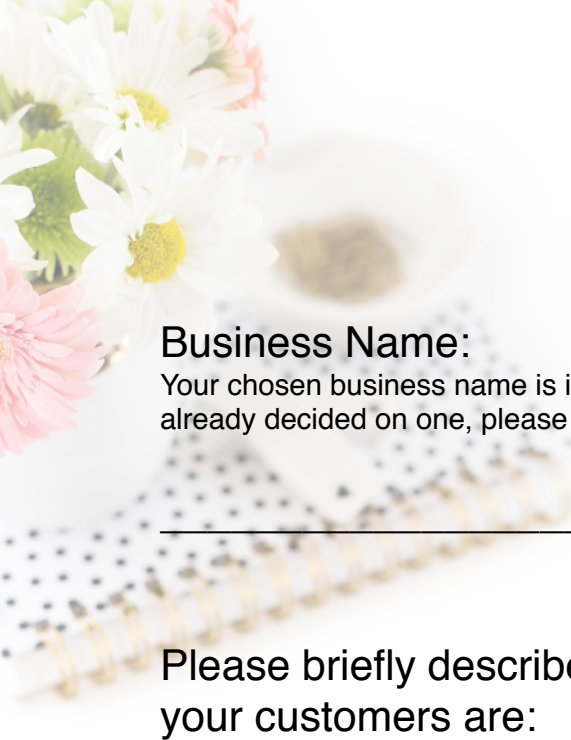




# Web Design

CLIENT QUESTIONNAIRE

[NICOLEMERCED.COM](http://NICOLEMERCED.COM)



# BACKGROUND

**Business Name:**

Your chosen business name is important when we are considering domain names. If you have already decided on one, please write it down.

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**Please briefly describe your business, the services you offer and who your customers are:**

It is important for us to know your niche and unique selling points as this will differentiate you from your competitors. Please describe your target demographic or potential clients.

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**Briefly explain why you want a website.**

Your website is a great tool with any number of purposes depending on your type of business. We need to know what your goals are so we can build a website that will fulfill them. If this is a redesign, please write what is working and not working on your old site.

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**What is your deadline for launching your new website?**

This gives us a set timeframe that we can work towards.

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# DESIGN

## Do you have a logo or established branding guidelines?

Consistency is key! If you already have a branding guide or preferred fonts and colors, this will be an important factor in the web design process. If not, we will design one together that will convey the right message and reflect you and your brand.

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## Please list 5 websites that you like:

It is important for us to know what websites you like so we can design a website that you will love. If possible, be specific about what you like about these websites (functions, colors, fonts, layout, etc.).

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## Please list 5 websites that you DON'T like:

Please be specific about what you do not like about these websites (colors, layout, functions, etc.). What would you like to do differently or better?

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## What is your budget for your new website?

Budget can be a sensitive area and we understand that costs should be kept as low as possible while achieving what is required. However, we can offer advice on areas where you can save and steer you towards the most appropriate type of website for your business.

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# CONTENT

People are starting to visit your website for the first time. How do you want them to feel about your business?

Please use single words (empowered, fulfilled, trust, energized), as many as the space will allow.

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Please list pages that you think you'll need.

Samples are Work With Me, Courses or specific landing pages.

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Do you have written content, photographs/images prepared for these pages?

Please note that before any website construction can begin, an outline of the content and preferably all of the content will be needed.

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What functions are you going to need?

Samples are shopping cart, membership courses, bilingual functionality, mailing list integration, onsite videos, image galleries.

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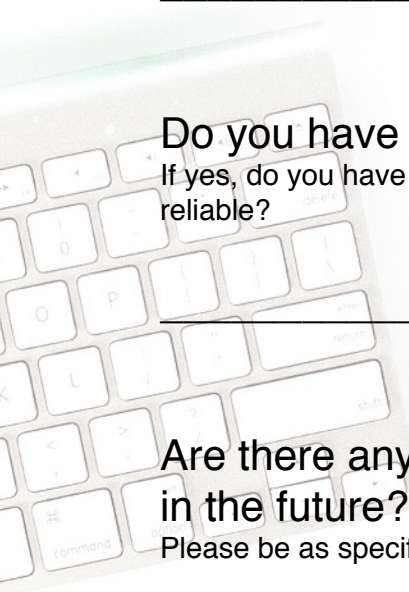
# TECHNICAL

**Do you already own a domain name?**

If you have multiples, please list them as well.

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**Do you have a hosting account?**

If yes, do you have the login information? If not, would you like suggestions on which hosts are reliable?

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**Are there any features/pages that you don't need now but may want in the future?**

Please be as specific and future thinking as possible.

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**Do you want social media or contact information displayed on your site?**

If yes, which ones? If not, why?

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# MAINTENANCE

Are you interested in doing security updates and maintenance to your website?

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On a scale of 1-10, rate your experience with Wordpress?

If the website will be maintained by someone in your company or team, please rate their experience.

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Which tutorial format would you prefer: video or text?

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Do you have Google Analytics?

If yes, can you provide the login information? If not, do you need help setting that up?

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