



WEBSITE DESIGN QUESTIONNAIRE

1. What does your company do?

Tell us about your business:

2. Who is your target audience?

Who are you trying to reach?

3. What's your Unique Selling Proposition (USP)?

A unique selling proposition (USP) refers to the unique benefit exhibited by a company, service, product or brand that enables it to stand out from competitors. The unique selling proposition must be a feature that highlights product benefit that are meaningful to consumers.

4. Do you want to improve an existing website, or create a website from scratch?

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5. Do you want your website to be optimized for SEO? Do you have a list of keywords you'd like to target?

SEO = SEARCH ENGINE OPTIMIZATION

Keywords & key phrases: Keywords are ideas and topics that define what your content is about. In terms of SEO, they're the words and phrases that searchers enter into search engines, also called "search queries." If you boil everything on your page — all the images, video, copy, etc. — down to simple words and phrases, those are your primary keywords.

6. What is the URL (domain name) of your existing website (if any)? What do you like and/or dislike about your existing website?

7. What is the URL (web address) of 2-3 reference websites that you like? What do you like about these websites?

8. Do you know what platform you want to use for your site?

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9. What pages do you need on your website?

Home, About, Services, Team, Products, Mission: these are but examples.

What pages will cover your organizations offerings?

10. What features do you need on your website?

E-commerce? Surveys? Data capture? Scheduling? Blog? Please list any feature options needed.

11. What's the underlying goal of your website?

What would you like the website to "do" for your org?

12. Do you have the content ready for your site?

YES

NO

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13. Does your company have a brand style guide covering things like colors and fonts?

YES

NO

14. When would you like to launch your new site?

15. What is your budget for the website?

16. Do you need help updating and maintaining your website?

YES

NO

17. Do you need help with blogging and content marketing?

YES

NO

18. If NOT you, who is the project lead at your organization responsible for providing content and direction?

19. Does your org need branding, brand strategy, creative direction or design?

YES

NO

20. Email Completed Questionnaire and Schedule a Consultation for Your Website Design

Schedule a consultation with our experienced team and let us help you establish a clear website design strategy that carries across everything your company does.

NAME: _____

COMPANY: _____

EMAIL: _____ PHONE: _____

EMAIL COMPLETED QUESTIONNAIRE TO: timm@thefreeman.agency
