**Web Design Questionnaire (V.2019.1)**

To help give us a clear understanding of how you would like your new website to look and function, please type your answers in as much detail as possible next to each question that is is applicable for your new website.

***IMPORTANT: Once this document is complete, please email it back and we’ll provide a quote / estimated timeline for your web project.***

**1. General Information**

**Company Name:**

**What is the domain name for your website?**

**When does the website need to be completed by?**

**Are there any problems that you are experiencing in your daily business operations that you would like to see your website help solve?**

Some examples include having customers calling you for answers to the same questions, customers not paying their invoices on time, needing the ability to track referral sales, etc.

**Do you already have a website? If yes, please fill out the next section. If you do not currently have a website skip ahead to the section called *Design Preferences For Your New Website.***

**2. Information About Your Current Website**

**What are the biggest frustrations that you have with your current website?**

**Is any of the current copy staying the same?**

If Yes, please provide a list of the pages where (the majority) of the copy is staying the same.

**Does your website contain a blog?**If Yes, please answer the following questions:

* If Yes, what platform is it currently using?
* If Yes, approximately how many blog posts are published on your current blog?

**3. Design Preferences For Your New Website**

**Please list the URL of at least two (2) websites that you like.**

Note: The two websites do not need to be in the same industry as your company. The overall design needs to have the look/feel that you are going for.

**What do you like about these websites?**

**Please list the URL of at least two (2) websites that you DO NOT like.**

**What do you NOT like about these websites?**

**Do you need a logo or logo redesign?**

If Yes, please finish this questionnaire THEN fill out the Logo Questionnaire.

**4. Website Content**

**Approximately how many pages will your new website have?**

**Will the website have pdfs or other documents available for download?**

If Yes, approximately how many pdfs / documents will be available for download on the website?

**Will the website have any media files (such as MP3 files)?**

If Yes, approximately how many and what file type?

**Does any of the content on the website need to be displayed in tables?**

Tables are commonly used to display pricing charts, product specs, etc. If your website will have content displayed in tables, how many tables do you anticipate needing?

**5. Website Lead Generation**

**This section focuses on things that can help your company generate leads. For any questions that you answer Yes to, please provide as much detail as possible.**

**Would you like us to perform split A/B testing for the Homepage of your new website?**A/B testing is when you compare two versions of the same page on a website to see which one performs better. You compare the two pages by showing two variations of the same page with a conversion goal (like a newsletter signup or a product purchase). The test is run for a specified amount of time and at the end of the testing period the page design that gave a better conversion rate is considered the winner. Once we determine which homepage layout is converting better, we will then make that the permanent homepage of your site.

**Does the website needs a newsletter sign up form?**

If yes, which 3’rd party newsletter service will the signup form integrate with (i.e. MailChimp, Constant Contact, etc.) **Will the website have any lead generation popups?**Lead generating popups are commonly used to help build a mailing list. When a visitor goes to your website a popup will appear asking them to sign up to be on your mailing list (typically in exchange for a free giveaway such a PDF of valuable tips or information related to your industry.)   
  
If you would like your website to include lead generation popups, approximately how many pages would you like the popup to display on? If the popup will appear on multiple pages of your site, do we need to create a popup that is unique for each page that a popup will appear on? If yes, approximately how many different popups need to be created?

**Do you need any Targeted Landing Pages?**A targeted landing page is a page on a website that is designed with a single purpose objective, such as getting a potential customer to purchase a specific product or service, sign up to receive a free quote or consultation, join an email list, etc. The landing page is typically accessible via links within the emails that you send out to your mailing list or through an online ad campaign. Landing pages are especially recommended if you will be running a Google Adwords campaign to drive traffic to your website.

If you would like us to create targeted landing pages for your website, approximately how many landing pages do you anticipate needing?

**6. Website Functionality**

**This section focuses on the functionality needs of your website. Please answer Yes or No to all of the following questions. For any questions that you answer Yes to, please provide as much detail as possible.**

**Does the website need a basic contact form?**

If Yes, please specify the fields of information the form needs to collect (i.e. First Name, Last Name, Email Address, Zip Code, etc.)

**Does the website need additional or advanced forms?**Examples of advanced forms include insurance quote request forms, employment application forms, event registration forms, etc. Please provide a list of any additional online forms that the website will need.

**Does the website need a new blog?**

If your website will have a new blog, how many blog posts will we need to add to the site before it goes live?

**Does the website need any image galleries (or a portfolio) to showcase your work?**

If Yes, please answer the following questions:

* How many different image galleries or portfolio sections will there be?
* Approximately how many photos will display within each image gallery / portfolio?
* Do the images need to include a title / description of the work that is being showcased?

**Does the website need a video gallery or have videos appear on various pages throughout the site?**

If Yes, please answer the following questions:

* Approximately how many videos will appear on the site?
* Where will these videos be hosted (YouTube, Vimeo or Self-Hosted)

**Does your website need any type of database driven / custom web based application? Examples of this type of functionality include a store / office directory, an employee portal that gives access to company documents, a residents portal that allows tenants of an apartment complex or condo association to pay their rent / HOA fees online, etc.**

If Yes, please provide a description of the goals that this custom application needs to meet.

**Does any page or pages of the site need to be password protected?**

If Yes, please answer the following questions:

* What will the password protected page(s) on the site be used for?
* How many pages on the site need to be password protected?
* What type of information will be accessible on the password protected pages?
* Will there be one, universal username and password that each authorized person uses to access these pages OR does each authorized person need their own unique username and password?
  + If usernames and passwords will be unique for each person, how many accounts need to be created?
* Will each person who has access to the password protected pages have access to information that is unique to them or will everyone have access to the same exact information?

**Does the website need an Employee or Member Directory?**

If Yes, please answer the following questions:

* Approximately how many Employees or Members will be listed in the directory?
* Please describe the type of information that is needed to display for each person (i.e. name, email, bio, phone, photo, etc.)
* Does each person’s listing need be on their own individual page or will all employees or members be listed on the same page?

**Does the website need a calendar?**

If Yes, please answer the following questions:

* How many events will you need us to set up in the calendar?
* Does the calendar need to display each day in the month (even if there isn’t an event scheduled for some days) or should it only display the days that have events scheduled?
* Does the calendar need the ability to allow people to purchase tickets to events?
* Does the calendar need the ability to allow people to RSVP to events?
* Does the calendar need the ability to display a Featured Event?
* Does the calendar need a search feature that will allow people to enter in a search term for an event they are looking for?

**Does the website need interactive maps?**

Interactive maps are typically used to showcase the different cities, states or countries that a company has office locations in or to show the locations of different clients they have worked with. If Yes, please answer the following questions:

* How many maps does the website need?
* Approximately how many locations need to be set up in each map?
* Does the map need to have search capabilities?

**Does the website need a booking system?**

If Yes, please answer the following questions:

* What types of appointments will be booked through the website?
* Does the booking system need to accept payments?
* Does the system need to give people the ability to register more than one (1) person at a time?

**Does the website need any type of Geo Targeting functionality?**

Geo Targeting is used to display different information on your website based off of the location of the person who is visiting your website. For example if you have multiple office / store locations in various cities or states you may have different information that you’d like to display. For example if you have four (4) store locations and each location runs different promotions / specials at different times, geo targeting can be set up to display information that is relevant to the visitor based off of the location that they are viewing your website from.

If you would like us to set up geo targeting for your website please provide a description of how many office / store locations you have and what type of information you want to display on your website based off of the site visitor’s location.

**Will you be selling any products through the website?**

If Yes, please finish this questionnaire THEN fill out the E-Commerce Questionnaire.

**Is there anything else that needs to be included on your website?**

**7. Photography For The Website**

**Will you be providing all images needed for you website?**

**Do you need us to purchase any stock photography for the website?**

If Yes, what is your budget for stock photography? A typical budget for a standard sized website is $250.

**8. Email & Hosting**

**Where are your current email accounts hosted?**

**Do you need us to setup any email accounts for you?**

If so, how many?

**Where is your website currently hosted?**

**Are you looking to keep your existing website hosting provider or switch to a new provider?**  
You may choose to host on one of our servers OR self host the website elsewhere. The monthly cost of hosting with us includes the following:

* Website Hosting
* Content Delivery Network (CDN)
* Daily Complete Backups Of Your Website
* Updating WP and any plugins that are out of date (twice per month)
* SSL Certificate
* Monitoring server stats and handling any server related issues

If you are interested in self hosting your website or staying with your current hosting provider, it needs to be compatible with your new website and we will first need to make sure that it meets the necessary requirements. You will also be responsible for monitoring your server stats and handling any server related issues.

**9. Website Training**

**At the time your website launches you will be provided an online video tutorial that walks you through how to make basic content changes to your new website such as editing text and adding / removing images.**

**However, no two websites are the same so unless your website is very simple and doesn’t have any major functionality components, the video may not cover all aspects of the website that you are interested in self maintaining. If you would like additional training (in addition to the online video tutorial) we offer the following two options:**

1. **One Hour Phone / Screen Sharing Training Session.**During this hour you will have access to one of our web designers who will walk you through how to edit the additional areas of your website that aren’t covered in the video.
2. **Custom Video Tutorial (up to one hour in length)**

Once your website goes live you can send us a list of the areas of your website that you’d like to learn how to edit and we will create a custom video tutorial that covers how to edit those sections of your website.  **Would you like to add either of the additional training options to your project? If No, in the future should you request additional training or documentation to be provided on how to edit your website... additional charges will occur.**

**[END OF DOCUMENT: Please save your changes and email this back to us]**