



Web Design Client Questionnaire

Name: _____

Email: _____

Name of your company: _____

Who is your most common website visitor currently? _____

Which visitors help you most to accomplish your mission? _____

Which visitors provide the most revenue? _____

Please briefly describe the nature of your business: _____

What is your mission statement? _____

What products and/or services are you offering? _____

How is business generated? _____

How long has your company been in business? _____

What makes your company unique? _____

Describe your primary target audience: _____

Describe your secondary target audience: _____

Which customers are most likely to generate the highest sales and allow you to achieve your best margins?

Describe your typical customer and their demographic profile: _____

What draws them to your products rather than your competitors? _____

How frequently do your customers use the internet to search for information relating to your industry's products and services?

What do your customers say about your business? _____

Roughly how many companies do you compete directly with? _____

Approximately how many of these companies have an on-line presence? _____

Name your top 5 direct competitors in order of most competitive to least competitive (include name and web address):

1. _____

2. _____

3. _____

4. _____

5. _____

Please provide five adjectives (emotionally descriptive words) that describe the personality of your brand (in order of importance from greatest to least important):

1. _____
2. _____
3. _____
4. _____
5. _____

What is your current URL, and would you like to keep it? _____

If your website is currently up, who is your current web host? _____

How much are you currently paying per month for your hosting? _____

What are your reasons for a redesign of your current site? _____

What features of the current site would you like to keep? _____

What features of the current site don't you like? _____

What is the primary goal of your website? What is the one thing you want your website to do above all else? _____

Would you like us to use any specific colors in your website's visual interface design? If so, what are they? _____

Do you have any specific requirements that you would like us to take into consideration when designing your website's visual interface? _____

List three websites you like. What do you like about these sites?

1. _____

2. _____

3. _____

What pages would you like included on your home site? (i.e. Home, About Us, etc...): _____

What words would someone who is looking to find you business type into a search engine? _____

What offers do you have, or can you provide, to capture visitor information and increase sales? (eg. free consultation, free report, discount coupons, etc...) _____

Will you need to accept payment online? _____

Is there any other information you would like for us to consider? _____

Would you like Tailored Printing to register any new domain name(s) for this site? If yes, please list any new domain name(s) and we will see if they are available for you: _____

Additional Comments: _____
