



Our designs will inspire and delight our clients

While saving the planet!

Questionnaire for Website Development

Good planning is the key to a successful website. If created and promoted properly, a website can be a useful tool to sell your products and services.

It can be simple or elaborate, but if you want it to be successful, then you should make it easy for your customers to navigate through it and find what they're looking for. It should also contain great content and be branded with your business' message. This planner is designed to help you get started.

These questions are the same questions WWD will most likely ask during your first meeting. However, many clients find it valuable to go through them beforehand, think about things and jot down some notes.

Basic information:

Company name

Contact name for this project

E-mail

Phone

Billing address

How many decision makers are working on this project (please list who they are and their positions)?

We'll need the following information when it's time to post the site, so if you'd like, you can provide it to us when we get closer to that time.

Name of the hosting company for your site

Contact person at the hosting company

Phone

E-mail

FTP address

User name

Password

Any special instructions?

Information to help us design your site:

Is this a new design or a redesign?

What is your timeframe?

What is the purpose of this website?

What are you selling/promoting?



What is/are unique about your products or services?
(List all that apply)

Who is your target audience? (Age, interest, income range, occupation, etc. Be as detailed as possible).

Who are your competitors?
(We don't want to look like them).

What do you like/dislike about what your competition is doing?

Why do people want/need your products or services?

What is your message?

What is your call to action?

What action do you want people to take when they visit your site? (Download a file, learn something, buy something, etc.).

How will you encourage them to take that action?

What pages or sections do you want on your site? (Note: This is just to get us started. We may suggest changes/reorganizations when we're actually into the project).

Are there any specific colors, logos, photos, phone numbers, legal copy, etc. that need to be on the website? Does this information need to be on specific pages? You can include this information in the copy you provide.

What special features do you want on the website (shopping cart, forms, etc.)

How will photography, copy and other content be provided to us? (disc, email, etc.) We need these materials before we start to work on your site. This will save time and money.



Do you need a copywriter, photographer, database programmer, other?

Will the site need to be updated on a regular basis? If so, how often would it be updated?

What would need to be updated?

Information to help people find your site

Just because you build it doesn't mean they'll come (no matter what the movie says). You need to have a plan in place to advertise your site and give people a reason to come back.

This information helps make your site more visible when people are looking for your specific products or services. However, they are really just the first step toward making you a visible presence on the Web.

How are planning to promote your site? How will people be driven to your site? (advertising, mobile, search engine, QR code, etc), social media links/icons, and/or video upload (format? You Tube?)

Write down one or two sentences describing your product or service. (This is the info that shows up on a Google search. If you are using a copywriter, ask if this is included with your website copy.)

Write down your key words - no more than 40. (These will help with Search Engine Optimization. These words will be the words people are most likely to use in a search engine to find you and will "clue" the software robots called spiders to find you as well. If you're using a copywriter, ask if this is included within your website copy, titles, subtitles, and metatags. Ask them to provide separate list of key words that has been defined by you and your copywriter to represent both your company as well as the top search terms used for companies and websites like yours by researching sites like Alexa.com.)

Start thinking about your page titles. Page titles are what appears when someone bookmarks your page. When we've finalized what the content will be on each page, then we can work on page titles. Again, if you're using a copywriter, ask if this is included.

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