

# Website Questionnaire

**This questionnaire will help in the creative and developmental process of your project. Please take your time and try to answer as many of the following questions as possible.**

## **Project Details**

- 1) What is your estimated budget?
- 2) What is your current or intended website address?
- 3) How soon do you need the new website completed? Has this date been chosen for a reason?
- 4) Approximately how many pages/sections will your website have?
- 5) Who will be responsible for maintaining the website or providing new content?
- 6) Do you already have a logo or branded materials such as business cards, stationary?  
Current Website (If Applicable)
- 7) Who do you currently host your website with?
- 8) Do you feel your current website promotes a favorable user experience?
- 9) What shortcomings exist on your current website?
- 10) Will the existing website content be used?

## **You're Customers/Users**

- 11) What types of people do you expect will visit your website most often?
- 12) How is your business currently perceived? Do you want to portray the same sort of image through your website?

## Your New Site and the Competition

- 13) The importance of first impressions cannot be underestimated. How should people describe your new site?  
(Some examples include prestigious, friendly, corporate, trustworthy, fun, forward thinking, innovative, bright, bold, calming, elegant, clean, organic, minimal, and cutting edge.)
- 14) What colors and/or imagery convey the personality and tone of your business?
- 15) Do you already make use of a consistent color scheme?
- 16) Who is in charge of producing/editing your new site content?
- 17) Do you require professional copywriting services? If yes, how many pages?
- 18) Please list your main competitors. What do you like and dislike about your competitors websites?
- 19) Are there any particular websites that you like? Why?  
(specific page elements, colors, typography, photos, etc.)
- 20) Do you plan to run any email or other promotional campaigns along with your new website?
- 21) Will your new website feature any video, music, or animated content?
- 22) Will you need to sell items through your website?
- 23) Do you have any professional photos ready for the new website? Should purchasing stock photography be factored in the quote?

Thanks for taking the time to fill out the questionnaire. Please email this document Webonixs, [info@webonixs.com](mailto:info@webonixs.com). Upon receiving your email Phil will promptly respond with a proposal and cost estimate.