

Web Site Client Questionnaire

Please take your time and answer ALL of the questions. Web design and development is a collaborative process and needs your involvement in all stages.

Company Name	Contact
Address:	Contact Person :
	Email:
	Phone#
Domain address:	

Before you tell me about you, let me explain a bit about how I work:

- Your site will be built in WordPress , a popular Content Management System which will give you content management abilities.*
- I'm a big believer in your participation and training. My expertise is in building a beautiful, functional site, designed for your specific needs. I will create the structure, but for the most part, I expect you to add the content. I will be there for every step and guide you, but there is no point in having a content management system if you don't know how to login, edit and add pages. This will mean a time & training commitment on your part.*
- All sites will be built to be "responsive" so that they work on smaller screens well.*

Tell me about your Company.

Please give me a brief overview of the company, what you do or produce?

Answer :

What is the purpose of this site?

This section should include an overview of what the general purpose and goal of the web site is. Please put an X next to the ones that apply to you.

- Explain your products and services
- Bring in new clients to your business
- Provide your customers with information on a certain subject

- Deliver news or calendar of events
- Create a blog that addresses specific topics or interests
- Sell a product or products online - Ecommerce
- Provide support for current clients

Do you have a time frame or deadline to get this site online?

(If you have a specific deadline, please state why.)

Do you want each site done in 2 weeks, a month, ???

How much are you willing to spend? (If you don't have a budget please provide a range that you are willing to invest, or more importantly how much money you want to make from the site in the first year. Please keep in mind that most custom sites for small business will run in the mid four figures.)

Answer:

Target market

Who will visit this site? Describe your potential clients. Corporate clients, direct to public

Target client - What industry ? Location of your customers ? LA County. Health & fitness industry

Why do you believe site visitors should do business with you rather than with a competitor?
What problem are you solving for them?

What action(s) should the user perform when visiting your site? Please put an X next to the ones that apply to you.

- Call you
- Fill out a contact form
- Fill out a quote form
- Sign up for your mailing list
- Search for information
- Purchase a product(s)

Content

What are you offering? Make a list of all the sections/pages you think that you'll need. (Samples below are just an example to get you started, please fill this out completely.)

Page	Content Notes
Homepage	
Contact Us	Form needed?

Are there corporate colors, logo, fonts etc. that should be incorporated?

A style guide needs to be established for each site. -For example Red/ black like Powerhouse Gym

If you do not already have a logo, are you going to need one designed? Ask Jen

Is there a specific look and feel that you have in mind?

Answer :

Websites of your closest competition

Please include at least 3 links of sites of your competition. What do you like and don't like about them? What would you like to differently or better?

- 1.
- 2.
- 3.

Websites that we like

Along with putting down the site address, please comment on what you like about each site, i.e. the look and feel, functionality, colors etc. These do not have to have anything to do with your business, but could have features you like. Please include at least 3 examples.

1. <https://powerhousegym-sj.com/>
- 2.
- 3.

Marketing the Site

How do people find out about your business right now?

Answer:

Have you thought about how you're going to market this site?

Answer:

Do you have any social network accounts setup? (Facebook etc)

Do you want links to those accounts on your site?

Do you have a mail service account? (Constant Contact, MailChimp etc.)

Will you want to build your mailing list and use it for advertising & newsletters?

If someone were searching for your product/service, what types of search terms (single words or phrases) might they use?

Please list all the possible search terms you can think of.

Write Domain (website url) on left and search terms on right

Domain Name	Google Search Terms	

Domain and Hosting

Do you already own a domain name(s)? Yes

Do you have a hosting account already? You will need one. I recommend Siteground

If yes, do you have the login/IP information?

If no, what name(s) would you like?

Maintenance

Will there be sections that needs regular updating? Which ones?

Answer :

Would you like to be able to do most of the updating yourself?

Answer: If yes, I can teach you how use WordPress or Squarespace

If you're planning on writing a blog do you already have several things written?

Answer:

Do you already write on a regular basis?

Are there any features/pages that you don't need now but may want in the future? Please be as specific and future thinking as possible.

Any questions , please email Elle Gamboa at webdesigner2go@gmail.com

