PEAK NET LTD

WEB DESIGN QUESTIONNAIRE

WELCOME

Thank you for choosing to work with me - I can't wait to create something fabulous for you and ensure that you have a great experience during the process!

This Website Questionnaire is focussed on several things:

- What you want the website to do for your business.
- What you want the site to look like.
- What information you already have in relation to website content.
- How you intend to promote your website.
- The purpose of these questions is to help me better understand you, your business and your intentions for the website.

Just complete as much as you feel able to. It's not meant to be a form of torture - it's just a means for me to gather information so that I can provide everything you need and expect so that you get the best outcome from working together

Your website will be completed within 2 weeks (sometimes sooner) and we will agree a project start date so that you have time to gather your content together.

This document will help focus things and following your completion of it, we'll have a Zoom or phone chat to go through everything!

So, feel free to get stuck in and once you're done - please email it back to me and we'll get things moving.

Nancy

THE QUESTIONS

We've been designing and developing websites for a long time and in that time we've refined our web design process so that our customers get what they want and we all work more efficiently.

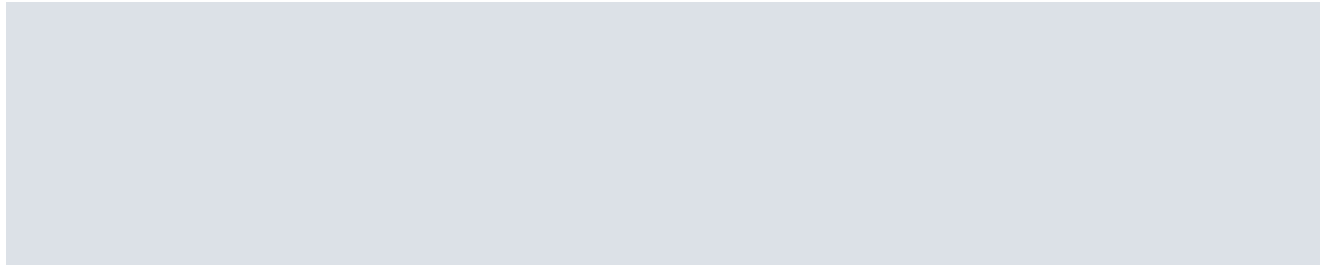## DESCRIBE YOUR BUSINESS IN A COUPLE OF SENTENCES

WHY DO YOU WANT TO HAVE A NEW WEBSITE?

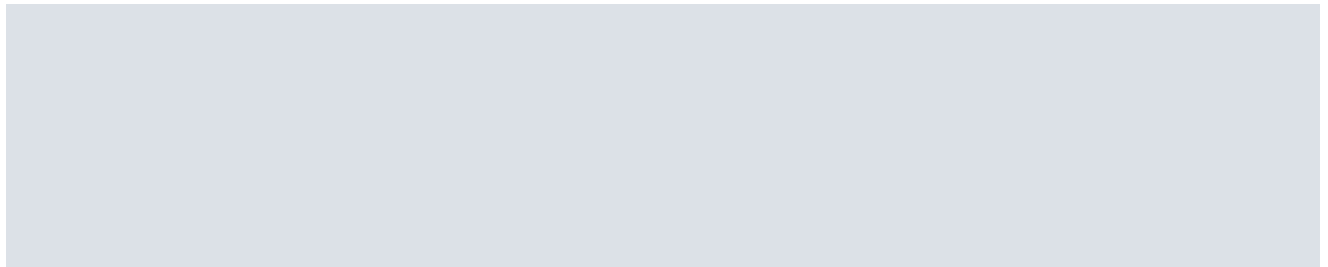## WHAT STYLE DO YOU ENVISION FOR YOUR WEBSITE?

WHAT SETS YOU APART FROM YOUR COMPETITORS?
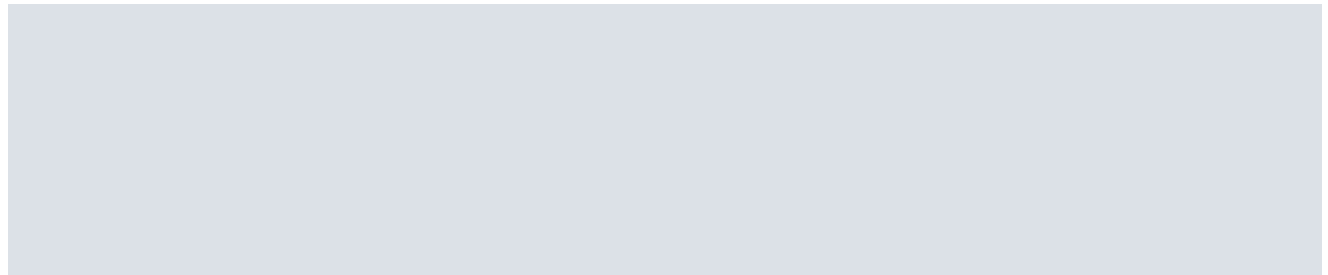
THE QUESTIONS

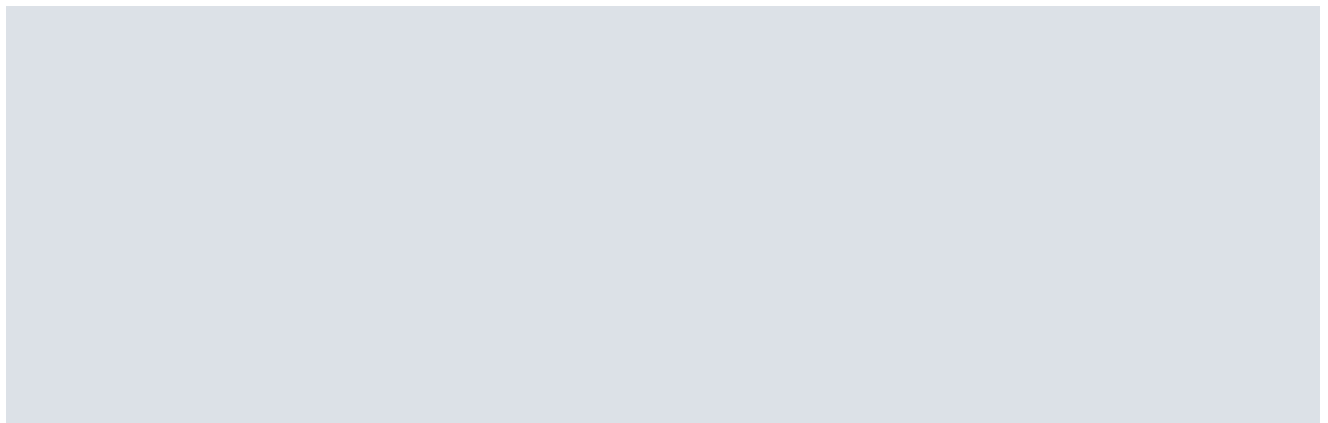WHAT CUSTOMER PROBLEMS DOES YOUR BUSINESS SOLVE?

WHY SHOULD CUSTOMERS CHOOSE YOU?

DO YOU HAVE A SLOGAN OR TAG LINE THAT YOU USE?

DESCRIBE YOUR IDEAL CUSTOMER IN A FEW SENTENCES

THE QUESTIONS

WHAT ARE YOUR TOP 3 ONLINE PAIN POINTS/WORRIES?

WHAT WOULD MAKE YOUR BUSINESS LIFE EASIER?

DO YOU HAVE A CONTACT LIST FOR EMAIL MARKETING?

DO YOU WANT TO BE ABLE TO UPDATE THE SITE YOURSELF?

THE QUESTIONS

WHO WILL BE INVOLVED IN THE PROJECT?

DO YOU ALREADY HAVE A DOMAIN NAME REGISTERED?

DO YOU ALREADY HAVE A PROFDESIONAL EMAIL ADDRESS?

DO YOU HAVE A BRAND STYLE - FONTS/COLOUR SCHEME ETC

☐ Yes, see comments below   ☐ No, I need help with this

DO YOU HAVE PHOTOS/IMAGES FOR YOUR WEBSITE?

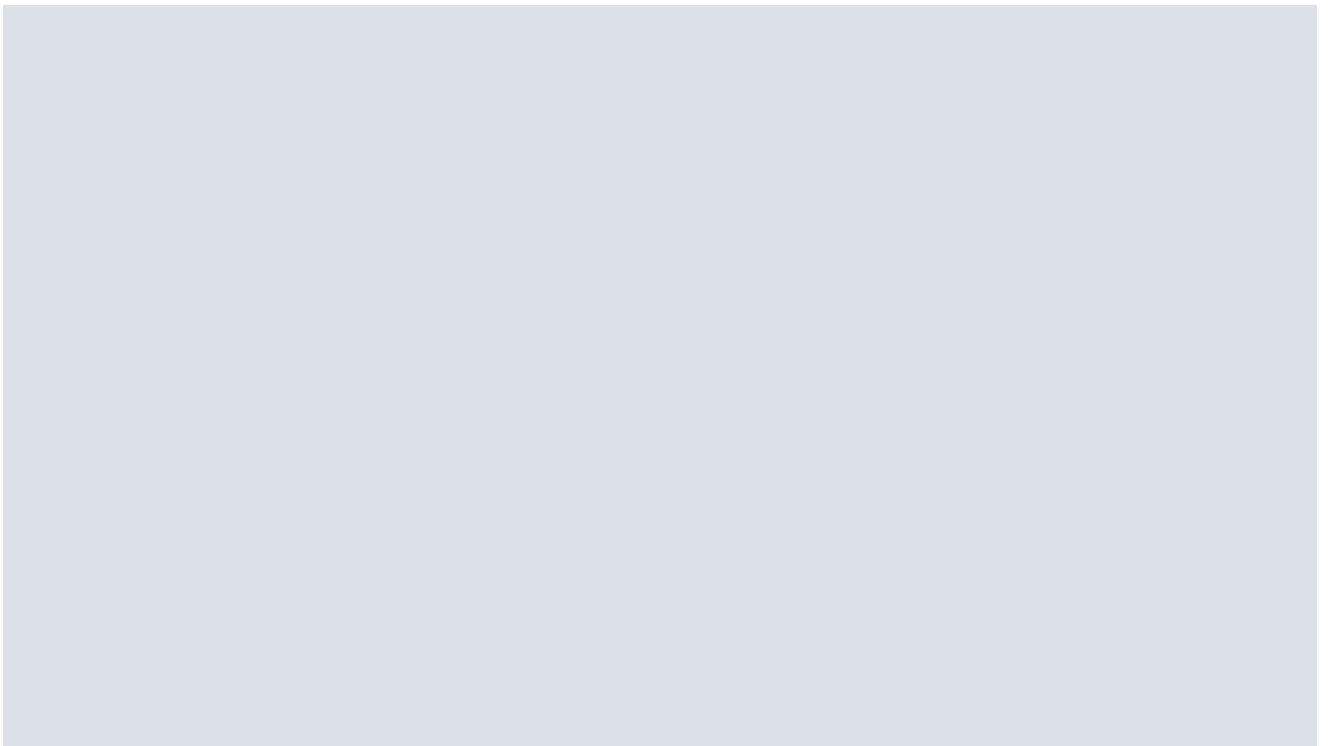☐ Yes, I have suitable images   ☐ No, I need stock photos sourcing

☐ No, I need a photographer

THE QUESTIONS

LIST 5 WEBSITES THAT YOU LIKE AND WHY YOU LIKE THEM

LIST YOUR TOP 5 COMPETITORS

THE QUESTIONS

IS THERE ANYTHING THAT YOU DO OR DON'T WANT ON YOUR WEBSITE?

DO YOU ALREADY HAVE WEBSITE CONTENT? IF NOT WHERE WILL IT COME FROM?

DO YOU HAVE A LOGO?

YES   NO

ARE YOU PLANNING TO SELL ONLINE?

YES   NO

DO YOU HAVE A PAYPAL OR MERCHANT ACCOUNT?

YES   NO

THE QUESTIONS

IF YOU WERE USING A SEARCH ENGINE WHAT 3 TO 5 WORDS OR PHRASES WOULD APPLY TO YOUR BUSINESS?

OTHER THAN SEARCH ENGINES, HOW WILL YOU PROMOTE YOUR WEBSITE?

WHAT SOCIAL MEDIA TO YOU ALREADY USE OR WANT TO USE?

FACEBOOK	Already Using	Want To Use
TWITTER/X	Already Using	Want To Use
PINTEREST	Already Using	Want To Use
INSTAGRAM	Already Using	Want To Use

OTHER