**NEW CLIENT QUESTIONNAIRE**

**Part 1: General Information**

1. Business Name:
2. Main Contact First Name: Main Contact Last Name:
3. Title:
4. Address:
5. Phone Number:
6. Email Address:
7. Current Website URL (if applicable):
8. Current Web Hosting Company (if applicable):
9. What domain registrar to use? (If applicable):

**Part II: Background Information**

1. Please describe your organization in a few sentences.

1. What problems do your clients have that your organization solves? What makes you different?
2. Why do you want to have a new website? What are your priorities?
3. What frustrates you about your current website?
4. Desired look and feel by using adjectives and short phrases.
5. Describe your target audience? What do you want to your site to convey?
6. For profit: who are the direct competitors?  Nonprofit: name some peer organizations that are similar  
   to yours?

**Part III: ​Brand Identity**

1. List any important words that you want people to associate with your organization’s image and brand?
2. What is your tagline?
3. Do you have a high-resolution logo? Y  N
4. If yes what format is it in? (JPEG, EPS, PNG)
5. Have you considered redesigning your logo? Y  N
6. Do you have a style guide or brand standards?  Y  N
7. Do you have established print materials? If yes, what type (brochure, letterhead, event materials, etc.):

1. What fonts do you typically use?
2. Are there any colors that you want to incorporate into the website?
3. Do you have the Pantone numbers for the colors you want to use? Y  N
4. If you are using a search engine, what words or phrases would you use to find your site?
5. Which of the words or phrases most important? Second? Third?

1. Do you Use Google Analytics? Y  N

**Part IV: ​Design Preferences**Please list the names of 3 to 5 other sites that you like. In the comments section please articulate why the sites are attracted to you

1. Website #1 URL:
2. Website #1 Comments
3. Website #2 URL:
4. Website #2 Comments:
5. Website #3 URL:
6. Website #3 Comments:
7. Website #4 URL:
8. Website #4 Comments:
9. Website #5 URL:
10. Website #5 Comments:
11. What type of thing do you see on other websites do you hate?

**Part V: ​Content Management**

1. Is your site managed by a content management system (CMS)? Y  N
2. If yes what type of CMS are you using?

Expression Engine  WordPress  Joomla!  
 Squarespace  Drupal  Plone  
 Wix  Weebly  Tumblr  
 Not Sure  Other

1. Do you currently have a blog? Y  N
2. If yes where is it hosted?

Current Website  WordPress.com  GoDaddy  
 Wix  Squarespace  Bluehost  
 HostGator  SiteGround  Other

1. Will you allow comments on your blog? Y  N
2. Approximately how many static pages do you need? (i.e. About, Contact, Services, Products, FAQ, etc.) A ballpark number is fine.
3. At a minimum, we would like to have these types of pages as part of our site. Check all that apply:

Home  Staff  FAQs  About  
 Products  Services  Contact Form  Shopping Cart  
 Testimonials  Directions  Management  Portfolio  
 Donate Page  Programs  Volunteer  News & Events  
 Privacy Policy  Terms of Use  Disclaimer

1. Do you currently have content that you want to use? Y  N
2. If no, who will be providing the content?
3. Do you have high-resolution photos that you want to incorporate into your website? Y  N
4. If no, who will be providing photos?
5. Who will be updating this website on an ongoing basis? Check all that apply:

Just Me  
 Marketing Team  
 Other Staff  
 Intern/Volunteer  
 Office Manager  
 Webmaster  
 Would like to outsource  
 Other

1. How often did you think you will be updating the website?  
    Once a week or more  
    Monthly  
    Quarterly  
    Less than 4 times a year

**Part VI: ​Website Features**

1. Please check all the features you would like to incorporate into your website:  
    Image Gallery  Forum  RSS Feed   
    Search Function  E-Commerce  SEO  
    Video  Calendar  Advertising  
    Analytics Tracking  Responsive Design  Social Media  
    Other
2. Which social media tools do you use? Check all that apply.

Facebook  Twitter  YouTube   
 LinkedIn  Yelp  Foursquare  
 Trip Advisor  Instagram  Tumblr  
 Google  Pinterest  Flickr  
 Vine  Other

1. What type of social media integration would you like to see?
2. Are there any other website functions that you need?

**Part VII: ​Other Information**

1. Who is the decision-maker for this project?
2. What is the typical turnaround time for making decisions?
3. Do you have designated IT person that we need to coordinate with? Y  N
4. What other staff will be involved? What are their roles?
5. What is your preferred deadline for completing the site?
6. Anything else we can help you with?