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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.
2. What problems do your clients have that your organization solves? What makes you different?
3. Why do you want to have a new website? What are your priorities?
4. What frustrates you about your current website?



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5. Desired look and feel by using adjectives and short phrases.
6. Describe your target audience? What do you want to your site to convey?
7. 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.):



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8. What fonts do you typically use?
9. Are there any colors that you want to incorporate into the website?
10. Do you have the Pantone numbers for the colors you want to use? Y N
11. If you are using a search engine, what words or phrases would you use to find your site?
12. Which of the words or phrases most important? Second? Third?
13. 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:



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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?

<input type="checkbox"/> Expression Engine	<input type="checkbox"/> WordPress	<input type="checkbox"/> Joomla!
<input type="checkbox"/> Squarespace	<input type="checkbox"/> Drupal	<input type="checkbox"/> Plone
<input type="checkbox"/> Wix	<input type="checkbox"/> Weebly	<input type="checkbox"/> Tumblr
<input type="checkbox"/> Not Sure	<input type="checkbox"/> Other	

3. Do you currently have a blog? Y N

4. If yes where is it hosted?

<input type="checkbox"/> Current Website	<input type="checkbox"/> WordPress.com	<input type="checkbox"/> GoDaddy
<input type="checkbox"/> Wix	<input type="checkbox"/> Squarespace	<input type="checkbox"/> Bluehost
<input type="checkbox"/> HostGator	<input type="checkbox"/> SiteGround	<input type="checkbox"/> Other

5. Will you allow comments on your blog? Y N

6. Approximately how many static pages do you need? (i.e. About, Contact, Services, Products, FAQ, etc.)
A ballpark number is fine.



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7. At a minimum, we would like to have these types of pages as part of our site. Check all that apply:

- | | | | |
|---|---------------------------------------|---------------------------------------|--|
| <input type="checkbox"/> Home | <input type="checkbox"/> Staff | <input type="checkbox"/> FAQs | <input type="checkbox"/> About |
| <input type="checkbox"/> Products | <input type="checkbox"/> Services | <input type="checkbox"/> Contact Form | <input type="checkbox"/> Shopping Cart |
| <input type="checkbox"/> Testimonials | <input type="checkbox"/> Directions | <input type="checkbox"/> Management | <input type="checkbox"/> Portfolio |
| <input type="checkbox"/> Donate Page | <input type="checkbox"/> Programs | <input type="checkbox"/> Volunteer | <input type="checkbox"/> News & Events |
| <input type="checkbox"/> Privacy Policy | <input type="checkbox"/> Terms of Use | <input type="checkbox"/> Disclaimer | |

8. Do you currently have content that you want to use? Y N

9. If no, who will be providing the content?

10. Do you have high-resolution photos that you want to incorporate into your website? Y N

11. If no, who will be providing photos?

12. 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

13. How often did you think you will be updating the website?

- Once a week or more
- Monthly
- Quarterly
- Less than 4 times a year



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Part VI: Website Features

1. Please check all the features you would like to incorporate into your website:

- | | | |
|---|--|---------------------------------------|
| <input type="checkbox"/> Image Gallery | <input type="checkbox"/> Forum | <input type="checkbox"/> RSS Feed |
| <input type="checkbox"/> Search Function | <input type="checkbox"/> E-Commerce | <input type="checkbox"/> SEO |
| <input type="checkbox"/> Video | <input type="checkbox"/> Calendar | <input type="checkbox"/> Advertising |
| <input type="checkbox"/> Analytics Tracking | <input type="checkbox"/> Responsive Design | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Other | | |

2. Which social media tools do you use? Check all that apply.

- | | | |
|---------------------------------------|------------------------------------|-------------------------------------|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Twitter | <input type="checkbox"/> YouTube |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Yelp | <input type="checkbox"/> Foursquare |
| <input type="checkbox"/> Trip Advisor | <input type="checkbox"/> Instagram | <input type="checkbox"/> Tumblr |
| <input type="checkbox"/> Google | <input type="checkbox"/> Pinterest | <input type="checkbox"/> Flickr |
| <input type="checkbox"/> Vine | <input type="checkbox"/> Other | |

3. What type of social media integration would you like to see?

4. Are there any other website functions that you need?



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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?