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CLIENT QUESTIONNAIRE

Client: _____ Date: _____

Company Name: _____

Email: _____

Phones: _____

Are you the owner? _____

URL, if applicable: _____

Optional: where you heard about me: _____

These questions are to help me figure out how I can best meet your needs. The more preparation done at the outset contributes to a smoother workflow. If any questions don't apply to you or your business, just skip them. And some answers are hard to describe in writing. We can talk.

1. Is this a new site or new logo, or a redesign? _____

2. Do you need a domain name? Or do you own your domain name? Any ideas?

3. Do you have a web host? _____

4. What do you expect to achieve? Prioritize if you have a list. _____

5. Who do you think is your target market? _____

6. What is the age range of your target base? _____

7. Who are your competitors? _____

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8. On your competitor's site, is there anything that you like, or don't like? _____

9. What are your business' principles or qualities? Try free association. _____

10. Characteristics? i.e., classic, colorful, edgy, friendly, trendy, understated

11. Scale? Business cards or billboards? _____

12. If you already have a logo, are you happy with it? _____

13. Do you have any specific icons or images that you want in your logo? _____

14. Do you have a tagline? _____

15. Any initial ideas? Sketch or describe. _____

16. Give any preferences on structure, number of pages, or navigation.

17. What do you LOVE? Give site URL or describe. _____

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18. What do you HATE? Give site URL or describe. _____

19. Do you have any color scheme or preference? _____

20. Do you have a deadline? _____

21. If your budget doesn't fit my price range, tell me so I may make suggestions.

22. Is there anything you would like to add to this list?

Any text, photographs, illustrations and supporting material you may have should be provided at the start of the job. We'll discuss file transfer.

If you have a web host, I will need the name, the support phone number, and the FTP access information. Please do not put this sensitive information in an email. I can take it over the phone or in person.

The pre-planning provided by your answers are essential for timely results. Thank you.