



The Client Questionnaire

Business Information

Full Name: _____

Job Title: _____

Business Address: _____
Street Address *Apartment/Unit #*

_____ _____
City *Province* *Postal Code*

Business Phone: _____ Cell Phone: _____

Email: _____

: _____

The Questionnaire

Site Goal

What is the primary goal of your web site? (sales, information, etc.)

Site Audience

Who is your target audience or demographic?

What primarily will your audience be trying to achieve or receive from your site?

Existing Site Information

Has any work already gone into the site?

Will we be doing a redesign of the site or mainly from scratch?

Do you own or have paid hosting, domains, servers, etc. that would be needed for the site?

Site Project Details

What is your projected deadline?

Does the launch coincide with a specific product or service being offered?

Who will create the content?

What content will need to be updated and how often?

Site Branding, Design & Content Considerations

Do you have existing brand elements (*logo, business cards, letterhead, etc.*) that need to be incorporated or that can be provided as brand representation?

Will you be using existing brand colours, or what have you considered for a colour scheme and/or theme?

What type of content will you be offering? Text, images, audio, video?

From visiting your competitor's websites, or those in a similar field, what are some aspects you like and would like included on your site?

In addition to the Home Page, what will be your other content pages? (*About Us, Services, Products, Press Release, Blog, Links, Location, Contact Us, Directions, etc.*)
