



Electric Guava Designs

3080 Onyx St.
Eugene, OR 97405
541.870.5374

Web Design Questionnaire

Please take your time and answer these questions as thoroughly as you are able. Take as much space as you need. Designing a website is a collaborative process, and a high level of communication will be required to ensure an end product that meets all your requirements.

Company Info	Contact Info
Address	Email
City, State, Zip	Phone#
Phone#	Are there other decision makers? Please specify.
Website address – or desired Domain(s)	

Your Business

Please give me a brief overview of your business. What do you do? or what do you want your new business to do?



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What functions will your new website serve?

(Please place an X next to all that apply.)

- Attract new clients to your business
- Allow clients to schedule an appointment
- Explain your products and services
- Provide your customers with information
- Deliver news or calendar of events
- Create a blog that addresses specific topics or interests
- Sell a product or products online
- Allow clients to log in and access particular information

Do you have a time frame or deadline to get this site online?

Target market

Who will visit this site? Describe your potential clients.
(Age, gender, interests, demographics, etc.)

Why do you believe site visitors should do business with you rather than with a competitor?
What unique service will you provide?



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What action(s) would you like site visitors to perform after visiting your site? Please put an X next to the ones that apply to you.

- Call you
- Fill out a contact form
- Request an estimate
- Sign up for your mailing list
- Follow you on social media
- Subscribe to your blog
- Search for information
- Purchase a product(s)
- Download forms

Content

Pages on a website can be thought of as similar to chapters in a cookbook, each with a different subject. What pages do you imagine your site will need? (*This is just the first brush. Further discussion may expand or reduce this list.*) I've started the list with a few common choices. Edit or delete at will!

Page	Content Notes
Home	
Contact Us	Map?
About	Bio? Photo?
Products/Services	



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Do you have the written content and images/photographs prepared for these pages? If not, who will be writing the content? If you need my help in gathering high-quality, copyright-free images, please let me know so I can include that in my estimate.

Will you need my editing/proof-reading services as part of this job? Please note that before any real design work or site construction can begin, an outline of the content and preferably all of the content will be needed.

Are you interested in a site that you can edit and maintain yourself, or would you prefer that someone else do updates?

Is this a site re-design?

If yes, can you please explain what is working and not working on your current site?

Are there any additional features that you would like for your site? Please be as specific and detailed as possible.

Design

People are coming to your new site for the first time. What first impression are you hoping to create?

Are there corporate colors, logo, fonts etc. that should be incorporated?



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If you do not already have a logo, are you going to need one designed?

(Please note: I do not design logos – you will need to find a graphic designer for that task)

Is there a specific look and feel that you have in mind?

Websites you like

Along with writing down the site address, please comment on what you like about each site, i.e. the look and feel, functionality, colors, etc. These do not have to have anything to do with your business, but could have features you like (or don't like). Please include at least 3 examples.

- 1.
- 2.
- 3.

Marketing the Site

How do people find out about your business right now?

Have you thought about how you're going to market this site?

Do you have any social network accounts (such as Facebook?) Do you want links to those accounts on your site? Please list below.



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Do you have a mail service account (Constant Contact, MailChimp etc.)? If not, will you need one? These types of accounts are used for collecting contact info, email marketing, sending out newsletters, etc.

If someone were searching for your product/service, what types of search terms (single words or phrases) might they use? Please list all the possible search terms you can think of.

Domain and Hosting

Do you already own a domain name (i.e. www.examplesite.com)? If you do not have a domain name yet, what name(s) would you like to secure?

If yes, who is the domain registrar, and do you have your login details?

If you do not have a domain already, what name(s) would you like?



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Do you have a hosting account already (this is where the actual site files are stored)? If not, would you like my help in setting one up?

If yes, do you have the login information?

Maintenance

Will there be pages that need regular updating? Which ones?

Would you like to be able to do most of the updating yourself? Or are you interested in talking about the maintenance plan I offer?

If you're planning on writing a blog do you already have several things written? Do you already write on a regular basis?

Are there any features/pages that you don't need now but may want in the future? Please be as specific and future-thinking as possible.