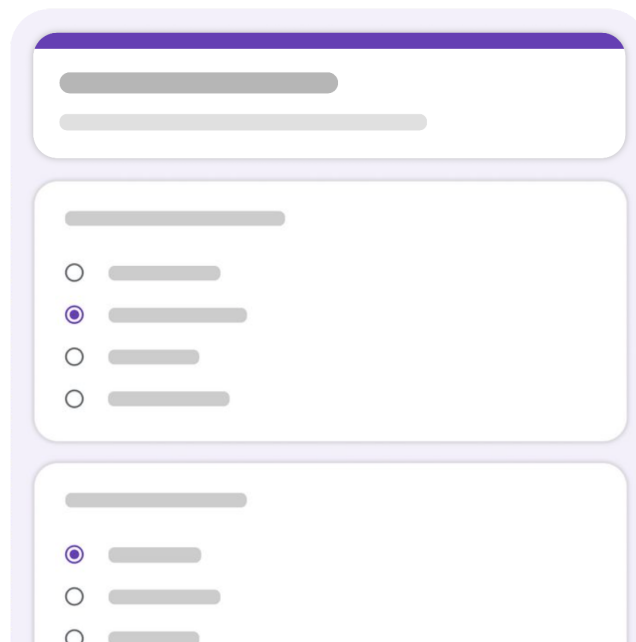# Website Design Questionnaire

Want to create beautiful, standardized questionnaires that help your customers provide answers faster?

Try ManyRequests' intake forms, free for the first 14 days.

QUESTIONNAIRE TEMPLATE

Business Questions

These questions will help you gauge a customer's business model, making it easier to choose which design is best suited to their objectives. Ask for links if possible as they will remain available to you for reference in the future.

Please enter the link of your current website (if any):

Provide a detailed description of what your company does, for whom, the typical sales process, and what the website should achieve (e.g. generate leads, sign people up to your software, etc.)

What services do you want to highlight for the new website? List as many as relevant.

Please provide a link to your buyer persona document or describe one of your typical buyers in a detailed manner:

Please provide 1 or 2 links of a customer's website, or that of a company that's similar to one of your customers:

Please provide 1 or 2 links of a competitor's website:

Project Questions

These questions will help you scope the requirements of the website project and provide the customer with a quote. It's important to cover: How many pages they need, what type of pages, if it's a new website or a redesign, and what features they need (SEO, animations, etc.).

Do you need to create a new website or re-design one?

What pages do you need on the new website? (About, Pricing, Features, etc.)

When would you like to launch the new website?

Do you already know what platform / CMS you want to use for this website?

Do you already know which keywords you'd like to target for your SEO (Search Engine Optimization) efforts?

Do you have a ballpark idea of the budget for this website?

Post-Sale Questions

These questions will help you provide the customer with a website that is as close to their expectations as possible from the start, reducing the need for revisions and increasing the likelihood they'll be satisfied with your work.

Please provide 3 to 4 URLs of websites that inspire you:

Why do they inspire you? What do you like about them?

Describe your ideal website in a detailed manner. Include information like key messages you would like to include, your product positioning, and visual features you'd like to see (dropdowns, animations, large sections, etc.)

Do you have any imagery or text to support the design process? If so, please provide links to the source files:

Please provide a link to your brand guidelines (if any):

Add any additional information required for us to deliver a great website: