# **Website Questionnaire**

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| **Tell us a bit about your company** | | | | |  |
| **Company Name** |  | | | | |
| **Address** |  | | | | |
| **Postal Code** |  | | | | |
| **Phone** |  | **Mobile** | |  | |
| **Email Address** |  | | | | |
| **What Does Your Company do?** | | | | | |
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| **Do you have an existing website?** | | | Yes or No | | |
| **If no, do you already have a domain?** | | | Yes or No | | |

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| The next few questions will help us understand exactly what you’re after with this site. Go ahead, **tick as many as you need to**: | | |
| **I want this site because:** | | |
|  | I need to build awareness for my brand | |
|  | I need to offer a contact point to my clients | |
|  | I need my company to have a better image online | |
|  | I need to sell my product/service through my site | |
|  | I need to use it to build customer loyalty | |
|  | I need to reach people in many languages | |
|  | I need somewhere to promote my latest product/service | |
| I have my own reasons: | |  |

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| **My Site will be built to target:** | |
|  | Business customers |
|  | Consumers |

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| **I’d like to target clients who are:** | | | |
|  | Kids & teens |  | In their 40’s |
|  | In their 20’s |  | In their 50’s |
|  | In their 30’s |  | Senior citizens |

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| **My clients come to me because:** | |
|  | I offer excellent service |
|  | I have the best products on the market |
|  | I have the best prices on the market |

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| **Some words about your company** | | | |
| **Subsidiaries** |  | | |
| **Average No. of Employees** |  | | |
| **Someone’s searching the web for your business. What words or phrases will they search for in Google?** | | | |
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| **What is it that makes your products or services unique on the market?** | | | |
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| **Do you have any proof that your solutions are better than your competitors?** | | | |
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| **Help us out here - Who will provide the following resources?** | |
| **Stock Photography** | Choose an item. |
| **Company Photography** | Choose an item. |
| **Other Artwork/Illustrations** | Choose an item. |
| **Translation Costs** | Choose an item. |
| **Copywriting Text** | Choose an item. |
| **Professional Logo** | Choose an item. |
| **Graphic Design** | Choose an item. |
| **Other Print Collateral** | Choose an item. |
| **Font Licenses** | Choose an item. |

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| **Moving on to the pretty stuff: Design!** | | | |
| **Does your company have a logo / established image & branding guidelines (e.g. fonts, colour schemes etc)?** | | | Yes or No |
| **Do you have print materials (such as business cards or brochures) that we need to match?** | | | Yes or No |
| **Could you give us the websites of your top 3 competitors?** | | | |
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| **If you had to pick 3 websites you would love to have, which would they be?** | | | |
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| **What will happen once we deliver the site?** | | | | | |
| **Would you like us to update your site or would you like to be responsible for updates?** | | | | | Choose an item. |
| **How often do you require updates?** | | | | | |
|  | Daily | |  | Weekly | |
|  | Monthly | |  | Quarterly | |
| Other: | |  | | | |
| **Is There anything else ou’d like to tell us?** | | | | | |
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