# **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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