



CLIENT QUESTIONNAIRE WEBSITE DESIGN

COMPANY RELATED QUESTIONS

1. What are your business goals for your website? (What do you want to achieve?)
2. Thinking about point one, what do you think are going to be the ways people find you on the web? What keywords or phrases would they use? We can supply you with a listing of popular keywords/phrases for your business sector.
3. Describe the products/services that you sell
4. What are your deadlines involved with this project?
5. What do you want or what can you provide for the site in terms of content (text information) and images/artwork?
6. Have you thought about Search Engine Optimization (how your site will rank in Google and other search engines. Your website package will ensure that you have a search engine friendly website, but you may want to consider an ongoing process where we monitor and enhance your website on a monthly basis. Are you interested in this service, the cost is \$100.
7. Are you interested in having Murphy Designs continue the updating process after the creation of your website? We offer Maintenance Packages that may be of interest to you if are requiring monthly updates to be done. It is wise to make sure that your content is fresh and new, thus increasing the returning visitors to your site.

8. Do you have a look in mind for your new site?
9. What is the approximant age range of your target client base

PROJECT RELATED QUESTIONS

1. Imagine your website 5 years from now. Complete the sentence: I know my website works because...
2. Name three things that are most important about the design of your new website
3. Name three things that are least important about the design of your new website
4. Do you have any color preferences, existing brand colors, and/or colors you do not wish to include?
5. What are some existing websites that appeal to you? Provide links if possible
6. What deadline, timing, or exact date of completion for your website?



7. Are your logo and other imagery ready?

8. Do you have all images that you would like to be included in your website or would you like the designer to use imagery where appropriate?

9. Do you have a host and domain already setup for your new website? If so, do you have the FTP and host log in information accessible?

10. Any other information or comments you have regarding the building of your website

