

# ARC Web Development

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## Website Client Questionnaire

Please take your time and answer as many of these questions as you can by email.

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

Before you tell me about you, let me explain a bit about how I work:

- I'm a big believer in collaborative work using Agile. My expertise is in building you a beautiful, functional site, designed to your specific needs (desktop/tablet at minimum). • All sites will be built to be "responsive" so that they also work on small screens.

### Tell me about your Company.

Please give me a brief overview of the company, what you do or produce?

### What is the purpose of this site?

This section should include an overview of what the general purpose and goal of the web site is. Please put an X next to the ones that apply to you.

- Explain your products and services
- Bring in new clients to your business
- Provide your customers with information on a certain subject
- Deliver news or calendar of events
- Create a blog that addresses specific topics or interests
- Sell a product or products online
- Provide support for current clients

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

(If you have a specific deadline, please state why.)

**How much are you willing to spend?** (If you don't have a budget please provide a range that you are willing to invest.)

**Target market**

Who will visit this site? Describe your potential clients. Young, old, demographics etc.

Why do you believe site visitors should do business with you rather than with a competitor? What problem are you solving for them?

What action(s) should the user perform when visiting your site? Please put an X next to the ones that apply to you

- Call you
- Fill out a contact form
- Fill out a quote form
- Sign up for your mailing list
- Search for information
- Purchase a product(s)



**(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.)**

If you want to use WordPress, are you willing to commit time/effort into learning how to use WordPress and edit your site? Are you aware that it has vulnerabilities?

Is this a site re-design?

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

Are you going to need?

- Photo Gallery
- Blog
- Forum
- Membership of any kind

Are there any additional features that you would like for your site or things that you would like to add in the future? Please be as specific and detailed as possible.

## **Design**

People are coming to your new site for the first time. How do you want them to feel about your company?

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

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

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

### **Websites of your closest competition**

Please include at least 3 links of sites of your competition. What do you like and don't like about them? What would you like to differently or better?

- 1.
- 2.
- 3.

### **Websites that I/we like**

Along with putting 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. 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 setup? (Facebook etc) Do you want links to those accounts on your site?

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(s)? (www.mygreatsite.com)

Do you have a hosting account already? (This is where the computer files live.) If yes, do you have the login/IP information?

If no, what name(s) would you like?

### **Maintenance**

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

Would you like to be able to do most of the updating yourself?

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

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