

Consultation phase

Potential Client Questionnaire & Website Planner

Completing this document will help me understand your project requirements. This will guide my estimate of how my involvement can best help your business.

It will also serve as website planner to walk your through the process of articulating your needs. Please just skip any questions that you don't feel are relevant for my consideration of your project.

Client Contact Information

Name:

Title:

Organization:

Email:

Phone:

Billing address:

Project Information

DOMAIN: Do you have a domain name registered? If so, what is it?

HOSTING: Do you currently have web hosting? Who is the host? Would you like a hosting recommendation?

TIMELINE: Is there a date when the project needs to be completed? (e.g.: art opening, product launch, year-end budget.)

BUDGET: What is the budget range for this project? An idea of your budget will help me adapt my approach to respects your constraints.

BRANDING: Do you already have a logo & corporate colours?

Your Website Goals & Objectives

What purpose is your website to serve?

- Establish a Web presence for our company
- Generate requests for services/products
- Create an online portfolio of your work
- Educational
- Online community
- Online store to sell products
- Provide customer service/information to our clients
- Other: _____

How often do you see needing to update your site? Yearly, seasonally, monthly, weekly?

Is Search Engine Optimization (SEO) – i.e. ranking well in Google - an important objective for your website project?

- Yes!
- It would be nice to rank well but isn't main goal
- No, I just want a site for existing clients or those I give my card to

About your business

Describe your business in one concise sentence.

Describe your business in two concise sentences.

Describe your business in about 25 words.

Describe your business in about 50 words.

How do you plan to generate Revenue? In 6 months, 1year, 2year, and 5 years out?

Check out your competition

What sets you apart from your competitors? What do you offer that they don't? Why should someone hire you out instead of your competition?

Review three competitor's websites:

Competitor #1:

Name: _____

Website address: _____

Review their website. What are they doing right?

What would you do differently/better?

Competitor #2:

Name: _____

Website address: _____

Review their website. What are they doing right?

What would you do differently/better?

Competitor #3:

Name: _____

Website address: _____

Review their website. What are they doing right?

What would you do differently/better?

Design

When you look at the design of websites in general, not just your competition...

1. List websites that show colour combinations that you like:
2. List websites that have a look and feel that appeals to you: List adjectives that describe what you like about the look and feel of the site. (e.g.: modern, traditional, clean, clear, and professional.)
3. List websites with design elements do you like: and please specify what you like on the site.

Please list any design choices you don't want included? (e.g.; Dark background, drop-down menus, etc.) Feel free to link to sites you don't like and tell me what it is about the site that you dislike.

Your Message & Audience

What is the key message you want to communicate about yourself/ your business? This is known as an elevator pitch.

Who is your ideal client/your target market? Who is your message intended for? (e.g.; middle age women local to Toronto who are interested in wellness)

If you were your own ideal client, what would you be looking for when you arrive at a website?

What do you have/offer that your competition doesn't? Why should customers choose your products or services over others?

If your customers were not looking for you, what related subjects might accidentally lead them to you? What other interests might your visitors have?

A “call to action” provides direction to your site visitors. What do you want the site visitor to do when they land on your home page? Do you want people to Call? Buy? Register? Subscribe? Donate? Browse your Portfolio?

Planning your website

It can be hard to know where to start when planning a website. Below is a list of basic pages that you may find useful as you consider your website structure, page elements and prepare content. Items with an * are standard pages for most sites.

- | | |
|---|---|
| <input type="checkbox"/> Home/Index Page (required) | <input type="checkbox"/> Biographies |
| <input type="checkbox"/> About Us/About the Company* | <input type="checkbox"/> Education |
| <input type="checkbox"/> Contact Us* | <input type="checkbox"/> Location/Map & Directions |
| <input type="checkbox"/> Helpful Links/Resources* | <input type="checkbox"/> Pricelists |
| <input type="checkbox"/> Products & Services | <input type="checkbox"/> What's New/News |
| <input type="checkbox"/> Frequently Asked Questions (FAQ) | <input type="checkbox"/> List of Clients, Customers |
| <input type="checkbox"/> Newsletter | <input type="checkbox"/> Portfolio |
| <input type="checkbox"/> Photos of yourself/staff | <input type="checkbox"/> Guestbook |
| <input type="checkbox"/> History | <input type="checkbox"/> Feedback form for viewers |
| | <input type="checkbox"/> Event Registration Form(s) |

- Survey of Customer preferences
- Interactive Forum (chat room, discussion forum, etc.)
- Polls, Testing, Quizzes
- Downloadable Files
- Members Only Area (password protected)
- Calendar of Events
- Photo Gallery
- Competitions
- Case Studies

- Associations/Partners/Alliances
- Professional Memberships
- Industry/Professional Awards
- Industry Recognition
- Press Releases
- Job Postings
- Privacy Policy
- Site Map
- Site Search Engine
- Personal pages for employees
- Customer Service

Approximately how many pages will the site have? The sitemap exercise should help with this.

How many different page layouts will you need? (e.g.: home page, pages with sidebar, full width page, etc.) The wireframe exercise should help with this.

Please list any features you would like. (e.g.: blog, multiple authors, shopping cart, PayPal buttons, event calendar, etc.)

If this will have an online store, what shopping cart solution will you be using?

- osCommerce?
- WordPress WPOnlineStore?
- WordPress WooCommerce?
- Other?

If you will be processing online payments:

- How many products? _____
- Do you need to charge tax? Yes No
- Are you selling digital downloads? Yes No
- What method of shipping are you using? Post? FedEx? UPS?
- How you will accept payments? PayPal or another payment gateway?

Do you intend to insert most of the page content yourself or will you provide all content to BrinTraX Design?

Is the content already created for this site?

- Yes – content is in our existing WordPress site
- Yes – we're copying from our existing site (not WordPress)
- Yes – we have prepared Word documents for each page
- No – when will the content be ready?

Do you have photos, graphic & artwork?

- Yes
- I'll need help sourcing stock images
- Other: _____

Will the site include video?

- Yes (if it's on YouTube or Vimeo please provide a link)
- No

Do you intend to update the website content yourself or will you need ongoing updates by BrinTraX Design?

Will you or your staff require WordPress training?

- Yes – if yes, how many people _____
- No

Thank You!

NEXT STEPS:

A. Please save this document as your-company-name.doc and email to Questionnaire@DarrenDavenport.com Cc. DarrenDavenport@gmail.com Please attach a proposed sitemap (index) and any other files or information that you think will be helpful.

B. I will review the form and estimate a cost for the site based on our early discussion and this questionnaire.

NOTE: Any scope creep in the future will increase the cost. This will be defined in the statement of work provided at the commencement of the project.