

## Website Design Questionnaire

### Company Overview

Name \_\_\_\_\_ Website \_\_\_\_\_

Please describe what your organization does in a few sentences.

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Please list some of your competitors:

1. \_\_\_\_\_ 3. \_\_\_\_\_  
2. \_\_\_\_\_ 4. \_\_\_\_\_

What are some services and/or qualities that are unique to your organization, or set you apart from your competition (*services and qualities*)?

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Please describe your potential clientele, or target demographic (*i.e. age, sex, income, lifestyle, etc.*).

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What do you imagine people using your site for?

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What do you want your new website to accomplish (*i.e. solidify branding, target new demographic, increase revenue, highlight other services, increase consultation requests per month, etc.*)?

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With the previous question in mind, what are important words and terms used within your industry?

1. \_\_\_\_\_ 5. \_\_\_\_\_  
2. \_\_\_\_\_ 6. \_\_\_\_\_  
3. \_\_\_\_\_ 7. \_\_\_\_\_  
4. \_\_\_\_\_ 8. \_\_\_\_\_

If you were searching for your site on Google, what are some search terms you would enter?

1. \_\_\_\_\_ 5. \_\_\_\_\_  
2. \_\_\_\_\_ 6. \_\_\_\_\_  
3. \_\_\_\_\_ 7. \_\_\_\_\_  
4. \_\_\_\_\_ 8. \_\_\_\_\_

What are the most important method(s) of contact from your site (*check all that apply*)?

Call    Email    Form Submission

## Branding & Marketing

Do you have a slogan or tagline that clearly defines what you offer in terms of benefits or features?

Yes  Yes, but I would like to change it  No  No, but I would like you to create one

If yes, what is it?

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If yes, but you would like to change it, why?

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If no, what message would you like to convey?

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Do you have existing marketing materials that we can use to gain a better understanding of your company? If yes, please describe.

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## Social Media

Are you active with social media or do you plan on taking a more active approach through social media marketing?

No  No, but we are developing this  Yes  We would like AG to quote a social media plan

If yes, please specify which platforms you currently have:

Facebook  LinkedIn  Twitter  Google+  Pinterest  Instagram  YouTube  Yelp  
 Other (*please specify*)

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If you would like AG to setup profiles for you, please specify which platforms:

Facebook  LinkedIn  Twitter  Google+  Pinterest  Instagram  YouTube  Yelp  
 Other (*please specify*)

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Please specify which platforms you would like to appear on the website:

Facebook  LinkedIn  Twitter  Google+  Pinterest  Instagram  YouTube  Yelp  
 Other (*please specify*)

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## Design and Content

Do you have a logo?

No  Yes, we will supply  Yes, but it will need modifications by AG

Would you like to keep to your logo's color scheme?  
 No  Yes  Yes, but we would like an accent color

If you would like an accent color, please specify your preference below:

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Are there any colors in particular that you would like to see on the new design?

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What mood or theme do you want the website to portray (*i.e. clean, minimal, sleek, techy, trustworthy, fun, and creative*)?

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Where will AG Marketing Solutions obtain content for your new website?  
 Current website  Marketing materials  We will provide  We want AG to write content

What aspects of your current website work well and why are they successful?

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What aspects of your current site don't work well and why are they unsuccessful?

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Are there any elements on your current website and/or marketing materials that you would like us to include on the new website design?  No  Yes

If yes, please specify below:

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Please list websites you like (*they do not have to be from the same industry*):

URL: 

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Highlight what you like and note anything you don't like about it: 

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URL: 

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Highlight what you do and don't like about it: 

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URL: 

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Highlight what you do and don't like about it: 

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URL:

Highlight what you do and don't like about it:

URL:

Highlight what you do and don't like about it:

Please list organizations, affiliates, and accreditations that your organization belongs to and/or has received:

- |    |    |
|----|----|
| 1. | 5. |
| 2. | 6. |
| 3. | 7. |
| 4. | 8. |

Is there anything specific that you DO want included in your new website (*i.e. third party links, document downloads, graphic element, particular image*)?

Is there anything specific that you DO NOT want included in your new website?

Will you be providing images, photographs, and/or graphics?

No  Yes

Will we be using stock images, photographs, and/or graphics?

No  Yes

If AG will be researching stock photography, please provide a few examples of expectations:

## Additional Notes