Web Design Questionnaire

First Name __________________________

Last Name __________________________

Email __________________________

None of the following answers are required. Only complete what you want. Thank you.

What you have currently

Do you currently have a website? If so, what’s the address? (If not, leave blank).

_______________________________________

Do you want me to arrange hosting? (Delete where applicable)

No, I’ll arrange hosting / Yes, I’d like you to host the website for me

Do you currently have a logo or corporate colors? Do you have any content at the moment?


What you want

What is the website’s main purpose? (Check/tick where applicable)

☐ to sell products
☐ to promote services
☐ to collect email addresses
☐ to build a brand / community
☐ other ________________________

What is the desired outcome from a visitor arriving at the website? (Check/tick where applicable)

☐ to leave an email address
☐ to make a purchase
☐ to contact you
☐ to fill out a form

Do you want any of the following? (There is space at the end of the form for other requirements). (Check/tick where applicable)

☐ Blog
☐ Social sharing icons
☐ Links to social profiles
☐ Contact form
☐ Email signup form / ability to collect email addresses
☐ Ability to sell digital products
☐ Ability to sell physical products
☐ other ________________________
Your brand

Select from below to characterise your website’s brand: (Check/tick where applicable)

- Accommodating
- Aggressive
- Outrageous
- Perfectionist
- Revolutionary
- Critical
- Scientific
- Experimental
- Healer
- Spontaneous
- Tactical
- Intelligent
- Visionary
- Conservative
- Proud
- Nurturing
- Artistic
- Caring
- Competitive
- Relaxed
- Efficient
- Fun
- Sophisticated
- Hunter
- Impulsive
- Traditional
- Organized
- Rebellious
- Altruistic
- Passionate
- Powerful
- Pure
- Disruptive
- Enthusiastic
- Feared
- Helpful
- Stylish
- Simple
- Intuitive
- Serious
- Accurate
- Ambitious
- People-Oriented
- Detail Oriented
- Confident
- Demanding
- Friendly
- Flexible
- Spiritual
- Idealist
- Innovative
- Laid Back
- Protective
- Adventurous
- Analytical
- Brilliant
- Comfortable
- Quick
- Edgy
- Sexy
- Happy
- Holistic
- Imaginative
- Thrifty
- Vibrant
- Vibrant

Who is the website’s target audience?
Further information

How many pages will the website have roughly?
☐ 1-10
☐ 10-100
☐ 100+

What is your budget?
☐ $1000+
☐ $2000+
☐ $3500+
☐ $5000+
☐ $10000+

Ideally, when would you like the website completed?
________________________________________

Two or three websites you admire or would like to emulate:


Further comments:


