

WEBSITE QUESTIONNAIRE

ACCOUNT INFORMATION

What is your company's complete name?

What is your company's slogan/tagline (if any)?

Business Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Name of Primary Contact _____

Phone _____ Email _____

CURRENT WEBSITE INFORMATION

Do you currently have a domain name? *If so, please include the following:*

Domain Name: _____

Domain Registrar: _____

Username: _____ Password: _____

Do you currently have web hosting? *If so, please include the following:*

Hosting Company: _____

User Name: _____ Password: _____

ABOUT YOUR BRAND

Do you have an established brand?

- Yes, I will supply logo and branding guidelines
- No, I would like Aaron Rich Marketing to create my logo/brand
- Other _____

What goods / services do you offer?

Who is your target audience / who are you trying to reach?

WEBSITE CONTENT

How will you provide our designers with desired text?

- In an electronic format (*such as Microsoft Word or Google Docs*)
- Printed copies of brochures / handwritten information
- I would like Aaron Rich Marketing to write the content for my site

What photographs will be used on the site?

- Client Supplied Photos
- Stock Photos
- I would like Aaron Rich Marketing to take photographs for my site

What content would you like included on your website?

- Homepage
- About Us
- Products & Services
- Case Studies/Reviews
- Your Process
- Pricing
- Frequently Asked Questions (FAQ's)

- Contact Us
- Privacy Policy
- Terms & Conditions
- Events
- Booking
- Additional Item(s):

What features would you like us to include on your website?

- Homepage Slider
- Integrated Google Maps Location
- Password-Protected Pages
- Calls to Action
- Photo Gallery
- Testimonials
- Meta Tags
- Website Search Engine
- Blog ***If yes,*** will Aaron Rich Marketing be managing it? Y / N
- Additional Item(s):

If you have an existing website will we be migrating the existing content over to your new website?

- Yes, ALL of the existing content will be used
- Yes, but ONLY the existing content listed below:

- No, I will be supplying new content

What would you like your website to accomplish?

- Realty or Vacation Rental
- Branded Business
- Presence Building Site
- Sell Products Online
- Provide a Service
- Informational
- Portfolio
- Other _____

What form(s), if any, would you like to include on the website?

- Contact Us
- Feedback Form
- Request a Quote Form
- Other _____

Would you like to include a shopping cart?

- No
- Yes ***If yes, please provide the following information:***

Approximate number of products you offer: _____

Do you currently have a merchant account?

- Yes
- No

Method of payment processing:

- Online
- Offline

Shopping cart software

- Shopify
 - WooCommerce
 - Other
-

Shipping Options

- USPS
 - UPS
 - FedEx
 - Other
-

Would you like to include social media integration?

No

Yes, please include the following accounts:

Facebook

Link/Username: _____

Instagram

Link/Username: _____

LinkedIn

Link/Username: _____

Twitter

Link/Username: _____

Other: _____

Link/Username: _____

Yes, but I would like Aaron Rich to set up the following accounts for me:

Facebook

Instagram

LinkedIn

Twitter

Other _____

What email address should all submissions be sent to?

Who will be handing future content edits post-launch?

Aaron Rich Marketing

Client - *If so, will you need training to edit content?* Y / N

WEBSITE DESIGN

What website has a layout and navigation that you enjoy?

Site Address:

www. _____

What layout and navigation do you like and why?

What website has the look and feel that you want?

Site Address:

www. _____

What are some specific design elements you like about this site?

Which websites have features that you want?

Site Address:

www. _____

What feature(s) do you like and why?

Do you have a specific idea in mind for your website design?

- No, I am open to any concepts
 - Yes, my idea is:
-

Check item(s) that best describe the desired brand of your website

- Rugged
- Corporate
- Simple
- Luxury
- Graceful
- Budget
- Detailed
- Playful
- Serious
- Other _____

What type of “look and feel” would you like for your website to convey?

Minimal
or

Detailed

Many legal firms prefer a straight-forward minimal website design. On the other hand, a design for a music festival or county fair might be a lot more complex.

Loud
or

Subtle

Loud design styles often include bold colors, fonts and generally have a lot of components to the logo design. Quiet design styles tend to use more muted tones or single colors and abide by the less is more adage.

Other _____