

# New Website Information Questionnaire



# Hello

We know that form-filling isn't much fun, but the information we receive helps us to quote and build a specification for your website project. In turn, this helps us to deliver your project to expectations. Feel free to leave blank any sections that are not relevant.

As you can imagine, the more that you ask of us, the more our quote will be. An increasingly common approach to developing websites is to get the basic site 'off the ground' and then cover additional work and detail in future phases. This helps to spread the cost and evolve the site direction as your business grows. Do keep your budget in mind as you complete this form.

## 1. Contact Information for us to work with you

1a. Lead Contact Name

1b. Lead Contact Email

1c. Lead Contact Phone

## 2. Contract and Payment Information

We offer a range of payment arrangements including pay monthly websites and one-off website builds. Select any you may be interested in. Prices are subject to the nature and extent of the work.

Website build only

*We will build the site and pass to you to host and run. Payment is split 50% upfront and 50% upon completion.*

Website build and host

*We will build the site and agree a period to host your site. Payment is split 50% upfront and 50% upon completion. 50% upfront and 50% upon completion.*

Pay monthly website build

*Split the cost of your initial build over 12 months. 25% is due upfront and the rest is split over 11 months. Includes hosting for the first 12 months*

Full service

*We'll build, host and maintain your website including making updates on your behalf.*

+ Maintenance

*Add support to update and maintain your site to the options above.*

## 2. Contract and Payment Information (cont'd)

2a. Does your organisation request a PO number before work can commence?

Yes

No

2b. We operate 7 day payment terms for upon-commission and upon-completion invoices. Is your organisation able to meet this or do you require a variation of terms?

Yes, standard 7-day payment terms are achievable.

No, our organisation terms are: (detail below)

2c. Name and email to send invoice if different from Lead Contact

## 3. Website Marketing Goals

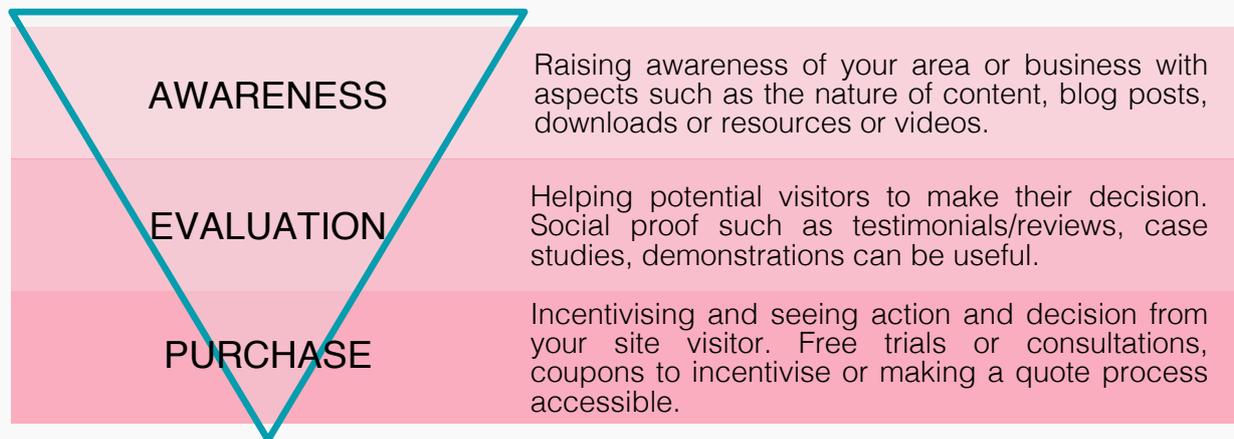
3a. Why do you want a new website?

*Perhaps there are problems or pinchpoints that you are trying to address in your business (taking too much time dealing with things manually), or opportunities you want to see)*

3b. Who are your key audiences that you want the website to reach?

*You may have data/analytics from a previous website. Feel free to pass this to us. Please add detail about certain age ranges or digital ability of the likely site visitor etc if relevant.*

**Tip:** It's useful to become familiar with the concept of a Marketing Funnel. This can be useful to explore what the elements of your website are trying to achieve. We see a lot of clients coming to us with no prior consideration for what their marketing effort is trying to do. Content and features that target stages of the funnel/buying process can be more successful.



## 4. User experience

4a. Who do you anticipate using your site and what do you know about them (mostly mobile users, digitally literate)?

4b. What top 3 things do you want your site users to do in this phase of your new website?

1.

2.

3.

4c. What features do you want on the site in this phase?

Booking system

Online shop

Event Management system

Blog

Login area for members

Paid or Free Subscription tiers for site users

Forms

Dealing with data in a database

Site search

Filing database content

Contact Form

Google Maps

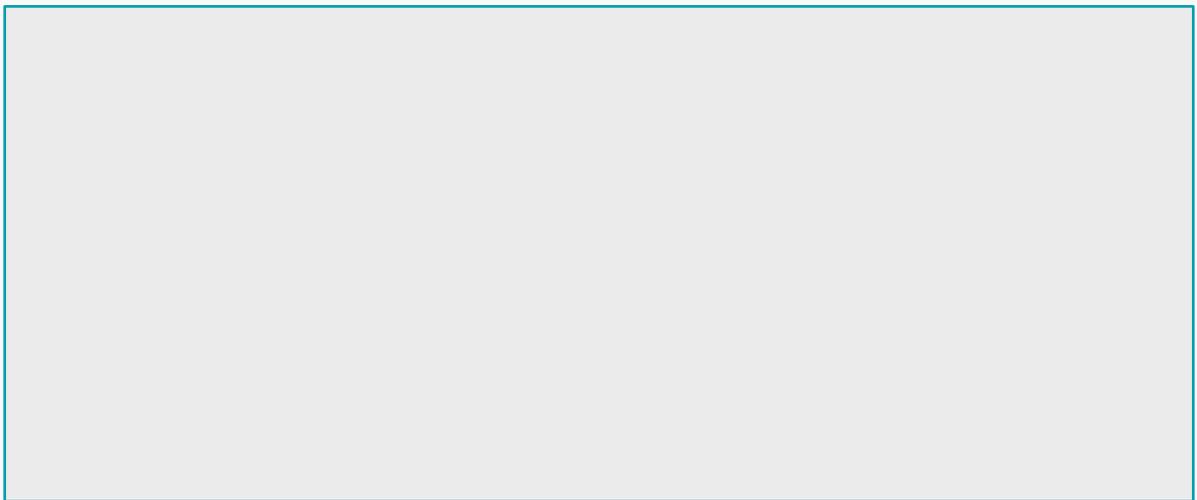
Other

4d. Do you anticipate your key users being on mobile, tablet or desktop? Any particular browsers/devices?

4e. In your own words, what does your website need to be able to do by the end of this phase?



4f. Do you have a view to developing your website after this initial build phase? With what sort of features?



## 5. Content

5a. What should be the main Call to Action(s)?

*For instance, Buy Now, Learn more, Sign Up, Download, Join Mailing List.*

5b. What pages do you anticipate being on the site?

*For instance, Home, About, Contact.*

Like many website designers, we do ask for copy before starting, because we have learned that content is frequently delayed, impacting deadlines and our work schedule.

5c. Have you content ready? If no, when do you anticipate it being ready?

Yes

No, date available:

5d. Will the content be final or will there be edits?

5e. It can be cheaper for you to add content instead of us due to the time involved. If you'd like us to use placeholder content for body text ready for you to add content please let us know.

I'll add my own content

Please add my content for me

I'll send an initial draft but can tweak myself after if needs be.

## 6. Creative Content

6a. Are there any brand guidelines that need to be considered?

We will need these, or key information from them, if you wish these to align.

Yes

No

6b. How do you want the website to feel to visitors?

*For instance, friendly, modern, calming, corporate, futuristic*

6c. Have you any reference sites (sites that you like) that fit this feel.

*Pop the links below.*

6d. Do you have logos and graphic devices/icons for your brand to go on the site?

Yes, I'll send.

No, but I hope to soon

No. Please quote to develop.

No.

6e. Do you have imagery/photographs for use on the website?

Yes, I'll send (we'd recommend using WeTransfer for large files).

No, but I will source for the project.

No. Please find paid stock for me.

No. Please find free stock for me.

6f. Do you need us to quote for any bespoke graphics or image editing? Please outline the details here.

6g. Do you intend to use videos on your website? These will need to be supplied.

Yes, I'll send.

No.

6h. What fonts do you use for your business, or that are conveyed in your brand guidelines, that you want to use on the website? Please note if they are paid or free for commercial use. If paid you will need a license for commercial web use.

## 7. Technical Aspects

7a. Would you like us to handle the connection of your site to Google Search Console, Google Analytics and Bing Webmaster? Alternatively, we can provide instructions for you to do this.

Connect for me

No. I will deal with.

7b. Do you have a domain URL and would you like us to connect this or will you?

Yes, please connect it for me

No. I will deal with.

No. Can you help me to purchase and connect

7c. There is a lot we can do to make your site accessible for those with sight issues. To what extent do you want us to optimise accessibility of your site.

None. I will do.

Basic for now

Detailed

7d. There is a lot we can do to make your site more findable on the internet. We always add page titles and meta descriptions, but there's more we can do. To what extent do you want us to optimise the SEO of your website.

None. I will do.

Basic for now

Detailed

