

Project Questionnaire

The goal of this survey is to ask questions that will aid in visualizing the general requirements of a new website project. Your responses in no way obligate you to select Web Development Artistry for your project. Feel free to contact me at kathy@webdevelopmentartistry.com if you have any questions.

Primary Contact

Who will be the primary contact person for the project? (name, title, email and phone number)

Does the primary contact have decision making authority regarding the website?

How much time per week will the primary contact be able to dedicate to this project?

What is the preferred method of communications (phone, email, both)?

General

Do you already have a website or are you looking to create a brand new site?

What is your goal in developing a website (inform, marketing, blog, subscribers, e-commerce)?

What products or services should the website showcase?

Do you have any marketing materials that should be utilized such as logos, graphics or color schemes?

How should a visitor perceive your website (clean/minimal, artistic, prestigious, friendly, fun, modern, elegant, innovative, funky, natural/earthy, kid-friendly, etc.)?

What are the key reasons for choosing your company above your competitors (cost, service, value)?

Are there any websites in your niche that you like and what do you like about them?

Will you be sending out promotional materials such as email campaigns or newsletters?

Do you want your social media integrated into the website (Facebook, Twitter, Instagram, etc.)?

Have you considered a marketing strategy to promote your website?

How will you assess the success of your site (increased leads, increased sales, customer feedback, site traffic volume, inquires, etc.)?

What is your timeline and your budget for this project?

Website Hosting

Do you currently own a domain name? (www.yourdomain.com).

If not, would you like me to register a domain on your behalf?

If you do own a domain name, which domain registrar are you using?

If you currently own a domain, do you own a secure connection SSL certificate for the domain?

If you already have an existing website, what hosting service are you using and do you want to continue using that same hosting service?

Email

Do you want new email addresses setup using your new domain name?

If you currently have email addresses, do you need to have them migrated to a new hosting service?

Do you want me to manage your email service for you?

Design

Do you have any specific content, structure or design planned for the website?

Does your company have a style guide or brand color-scheme and preferred fonts?

Do you have a company tagline that should be incorporated into to the design?

Do you have any digital assets available for the website (photos, logo, graphics, fonts, etc.)?

What is your preferred method of file sharing? (Dropbox, Google Drive, other)?

Do you have copy written, edited and ready for the website?

Would you like to embed a mailing list signup form into your website?

Do you want to include a blog on your website?

Are you interested in including Google Maps or Google Calendar integration?

Do you require a search feature for your website?

Would you like to embed video into your site?

Do you want a photo gallery or slider incorporated into your site?

Do you want social media branding designed such as a Facebook cover image or Twitter profile image?

Do you want a custom 404 page?

Do you require a sitemap page for your website?

Do you need to integrate your website with any support tools such as Zendesk, Trello, Slack, etc.?

Ecommerce

Will you be selling products on your website?

If so, approximately how many products do you plan to sell online?

Will you be selling products internationally in different languages and/or currencies?

Have you considered ecommerce payment methods?

On-going Maintenance and Support

Do you want to have full control of your website once I've launched it for you?

Who will take care of the website after the site goes live?

Are you interested in outsourcing the following ongoing website maintenance tasks?

- Regular Backups
- Software Patches and Updates
- Real-time Site Malware Scans
- Website Analytics and Reporting
- Database Optimization
- Domain Email Management
- Disaster Recovery Services
- Monthly Website Status Reports