



VISIONATION

Website Questionnaire

Please take your time and answer ALL of the questions. Web design and development is a collaborative process and needs your involvement in all stages.

Company Name

Address

Street, City, Zip

Cell Phone Number

Business Phone Number

Email Address

Website Address/Domain

Other Decision Makers?

Before you tell me about your business, let me explain a bit about how I work:

- All sites will be built in Wix, Squarespace, or Wordpress, which will give you full content management abilities.
- My expertise is in building a beautifully designed, functional website, designed for your specific needs. I will create the structure, but for the most part, I expect you to provide the content.
- All sites will be built to be “responsive” so that they work on mobile devices.

Tell Me About Your Company



Please give me a brief overview of the company, what you offer or produce?

What is the purpose of this site? This section should include an overview of what the general purpose and goal of the web site is. Please check off next to the ones that apply to you

- Selling products and services
- Looking to bring in new clients to my business
- Provide your customers with information on a certain subject
- Deliver news or calendar of events
- Create a blog that addresses specific topics or interests
- Sell a product or products online
- Provide support for current clients

Do you have a time frame or deadline to get this site online? If so, what is it?

Month: _____ Day: _____ Year: _____

How much are you willing to spend? (If you don't have a budget please provide a range that you are willing to invest.

Around \$ _____ From \$ _____ - \$ _____

Target market

Who will visit this site?
Describe your potential clients: Young, old, demographics etc...

**Why do you believe site visitors should do business with you rather than with a competitor?
What problem are you solving for them?**

What action(s) should the user perform when visiting your site? Please check off next to the ones that apply to you.

- Call you
- Fill out a contact form
- Fill out a quote form
- Sign up for your mailing list
- Search for information
- Purchase a product(s)

**What are you offering? Make a list of all the sections/pages you think that you will need.
(Samples below are just an example to get you started, please fill this out completely)**

Page	Content Notes
Ex: Home	Ex. Intro Video
Ex: Contact Us	Ex. Contact Field with (Name, Email, Number)
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.
11.	11.
12.	12.

Do you have the written content and images/photographs prepared for these pages?

:Yes No: If no, will you need copywriting and photography services? :Yes No:

Is this a site re-design?

If yes, can you please explain what is working and not working on your current site?

:Yes No:

Are you going to need E-Commerce or Membership capabilities?

E-Commerce (Sell Products) Membership

Are there any additional features that you would like for your site or things that you would like to add in the future? Please be as specific and detailed as possible.

**People are coming to your new site for the first time.
How do you want them to feel about your company?**

**What are your corporate colors, logo, fonts etc. that should be incorporated?
If not, do you have any in mind so I can help create your overall brand?**

**If you do not already have a logo, are you going to need one designed?
If you already have a logo designed, please email your logo design file.**

:Yes No: I already have a logo designed

Is there a specific look and feel that you have in mind?

Websites of your closest competition

Please include at least 3 links of sites of your competition. What do you like and don't like about them? What would you like to differently or better?

1. URL:

2. URL:

3. URL:

Websites that you like, or certain elements from a website that you like.

Along with putting down the site address, please comment on what you like about each site, i.e. the look and feel, functionality, colors etc. These do not have to have anything to do with your business, but could have features you like. Please include at least 3 examples.

1. URL:

2. URL:

3. URL:

4. URL:

5. URL:

How do people find out about your business right now?

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Have you thought about how you're going to market this site?

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Do you have any social network accounts setup?

Facebook	Google Plus	Instagram	Yelp
Twitter	Youtube	Pinterest	LinkedIn

If not, do you need any of these social network accounts setup?

Facebook	Google Plus	Instagram	Yelp
Twitter	Youtube	Pinterest	LinkedIn

Do you want links to these accounts on your site?

:Yes No:

Do you have a mail service account to send mass emails to your leads/clients? (Constant Contact, MailChimp, etc..)

:Yes No: If yes, what service?
If no, do you need one?

Will you want to build your mailing list and use it for advertising & newsletters?

:Yes No:

Do you need printed materials? Check off any items you may need.

Letterhead	Brochure	Template	Business Card
Catalog	Envelope	Logos	Flyer

Domain and Hosting

Do you already own a domain name(s), If not, what URL do you have in mind? (www.mygreatsite.com)

1. URL:

2. URL:

Do you have a hosting account already? (This is where the computer files live) (GoDaddy, etc..)

:Yes No: If yes, do you have the login/IP information?

1. Account Number/Username:

2. Password:

Do you need a Google Analytics tracking software account set up?

:Yes No:

S.E.O. is important in order for people to be able to find you on the internet using search engines like Google, Bing, Yahoo, etc...

What are keywords that people would use to find you using google, think outside the box on this one, it is extremely **IMPORTANT!**

For Example: If you are a fitness center in Miami, some keywords would be: (miami gym, fitness miami, fitness center, local gym, personal trainer, etc...)

What are some keywords people could find you with using Google?

1. Keyword:
2. Keyword:
3. Keyword:
4. Keyword:
5. Keyword:
6. Keyword:
7. Keyword:
8. Keyword:
9. Keyword:
10. Keyword:

Do you need a Google Webmaster SEO account set up?

:Yes No:

Do you need a Bing Webmaster SEO account set up?

:Yes No:

CONGRATULATIONS!

You have completed the website questionnaire, please save and email to cprovencal@visionationllc.com

