

Questions about your website.

Your answers to the following questions will help us estimate the size, scope, and nature of your website, as well as help you think through what it is exactly you would like to create.

Part I - General Information

Who's the primary contact for this project? Please include name, email, and phone.

Do you have an ideal date for website launch?

Are there outside considerations that might change the timeline? (e.g. product launches, events, grand openings)

Part II - Strategic Goals

Please tell us about the range of work you do, the products you sell, the services you offer, or the content you create.

Describe the ideal visitor to your website. Consumers or other businesses/organizations?
Fashion-forward or more conservative? High-end or budget? Local or distanced?
Younger or older?

When your ideal visitor arrives, what frame of mind are they in? Seeking information? Ready to purchase?

If your ideal visitor visited your website, what would you want them to do before they left? (i.e. Contact you, book an appointment, make a purchase, subscribe to your newsletter)

Which social media channels (if any) do you think your ideal visitor spends time on?

Are you already interacting with visitors in a marketing capacity?

Are you an expert in your field?

Do you ever write about your field of work?

Part III - Your Image

Tell us about your background and how you fit into it. Newcomer or established? Local, regional, or national? Artisanal or mass market?

What brands, individuals and/or organizations do you consider competition?

What brands, individuals and/or organizations would you consider to be design inspiration?

What makes you or your business/organization unique, special or different?

Part IV - The Details

Do you already have an existing website or domain?

Will anyone else, such as partners or employees, need administrative access to the website?

Will you be able to provide assets for your website? This would include: bios, headlines, products, about pages, etc.

Will you need a logo and/or images or other branding tools for your website?

Part V - Over to you

Anything else you'd like to tell us about this project?

Signature: _____

Date: _____