



### WEBSITE QUESTIONNAIRE

Please answer the questions below. The questions will be used to understand your brand, product, target customer, and the unique message that will get your clients to choose your services over any of your competitors. If any of the items do not apply, please leave them blank. When the form is complete email it to us at [hello@elephunkie.com](mailto:hello@elephunkie.com) before our first meeting.

1. Why do you want to have a new website, or have your current site redesigned?

2. What will happen if you don't have a new website, or have your current site redesigned?

3. Please describe your business/product in a few sentences.



4. What is it about you and your background that sets you apart from similar brands/products that is marketable to a special (niche) group of potential clients?

5. What are some problems your clients typically have before coming to you?

6. How can your particular background help clients, compared to others in your industry? What's special about your product/style?



7. Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features?

8. Please describe your potential clients. Pay special attention to their income, interests, gender, age, even type of computer they use, e.g., old with dialup account or newer with broadband. Ideally, what type of clients are you hoping to attract?

9. What is your budget for this website?



10. Do you have anyone else other than you that will be involved in the website redesign (graphic designer, webmaster, assistant, etc.)?

11. What is your deadline for completing the website?

12. Please list the names of five other sites that you like. Why are they attractive to you?



13. Have you researched your online competition, so you have an idea of what you do and don't want on your site?

14. What do you NOT want on your site in terms of text, content, etc.?

15. Where is the website content coming from? Who's responsible for updating it? Is it ready for use on your website? Are you going to be constantly updating your website (blog/podcast/etc.) or are we going to establish static pages that do not change regularly?



16. If regularly scheduled content will be used. Where would you like to publish this content? (Website only, Website + Facebook, Medium, etc.)

17. Do you currently have a logo? (If Yes, please email me a copy.)

18. Are you planning to do online sales? If so, what are the products, and how many items do you want to sell online? Will you need a shopping tool built?



19. If you're planning to sell online, are you set up to accept credit cards? (PayPal, Stripe, etc.)

20. How much time will you be able to spend online, responding to inquiries that come in via your website?

21. If you were using a search engine, what words or phrases would you use to find your site?

22. Other than what search engines will produce, what methods do you have in mind to spread the word about your website?



23. Once your website is completed, how long do you think it will be before you begin bringing in significant business from the website?

24. Are you interested in advertising using Facebook, Twitter, Google AdWords?

25. How do you plan to encourage repeat visitors and referrals?

26. Are there any other questions you have about the web design/development process?