



This is the starting point for us to get a detailed idea of what your website needs are.  
Enter as much information as you can, if something doesn't apply just skip the question.

## Web Development Questionnaire

Name (required)

Email Address (required)

Phone (required)

What is the name of your Company?

What is your Domain Name if you already have one?

Services Requested

- New website  
 Redesign or Updates for our existing website

What does your company do, and/or what are the products and services you offer?

Who are the decision makers for this project?

What budget have you allocated for this project? Be as specific as possible and we'll tell you what we can or can't do.

Give us your main reasons for needing a new or improved website.

Is there anything about your current site that serves the business well and if so, why?

**SMART Goals are: Specific, Measurable, Achievable, Relevant and Time-bound. With this in mind, what are the top 5 business needs of your new website? (Examples, a 20% increase in sales in 6 months, 30% increase in membership this year, reduce admin costs by 15% in 3 months, etc.)**

**Do you know your target audience? Describe them by using these or other attributes (gender, age, financial background, social status, lifestyle, needs, problems, willingness to spend, decision-making processes used by social networks).**

**Tell us about your ideal customer or client. Who are they? Where do they hang out online? Where are they found in the real world? What are their interests?**

**What are the top 5 reasons your ideal customer will visit your website? (Such as - for research product information, to get contact details, to ask questions about services or pricing, etc.)**

**What features should a new or updated website include?**

- |  |   |
|--|---|
| <input type="checkbox"/> Blog / Articles           | <input type="checkbox"/> Booking Form / Booking Engine                    |
| <input type="checkbox"/> Facebook Feed             | <input type="checkbox"/> Calculation                                      |
| <input type="checkbox"/> Twitter Feed              | <input type="checkbox"/> Multilingual                                     |
| <input type="checkbox"/> Instagram Feed            | <input type="checkbox"/> Email Marketing / Newsletter                     |
| <input type="checkbox"/> YouTube Videos            | <input type="checkbox"/> Login / Membership                               |
| <input type="checkbox"/> Contact Form              | <input type="checkbox"/> Pop-Up   |
| <input type="checkbox"/> Detailed Form             | <input type="checkbox"/> Price List                                       |
| <input type="checkbox"/> Online Store              | <input type="checkbox"/> Image Gallery                                    |
| <input type="checkbox"/> Landing Page / Funnel     | <input type="checkbox"/> Social Feeds                                     |
| <input type="checkbox"/> Google Maps               | <input type="checkbox"/> Filtrable Portfolio                              |
| <input type="checkbox"/> Calendar / Event Listings | <input type="checkbox"/> Something Else? (comment at the end of the form) |

**What materials do you already have on hand?**

- Logo / Favicon
- Text for Website Pages
- Text for Blog Posts
- Photos and Images
- Videos / PDFs / Other Media
- Website Structure (Can Be Wireframe)
- Custom Graphics
- Web Hosting and Domain
- Marketing Codes (Analytics, Search Console)

**If you do not have text content, do you want copywriting services?**

- No, I will provide the text content
- Yes, I want text to be developed by a copywriter

**How do you want people to feel when they interact with your brand? (For example, safe and secure, edgy and excited, exclusive and cool, like they belong?)**

**Do your competitors have websites? Enter the web addresses for some competitor websites and tell us what you like/dislike and why (design, colors, structure, text, photos).**

**Tell us about your competitors. Who else is competing for the attention of your ideal customer and what are they doing that you think is working?**

**Are there any other websites in particular that you like the design of? Why?**

**What does success look like? If we were to be celebrating a successful website strategy in 12 months time, what would it look like? (Factors such as - How many website visitors? How many leads? How many sales?) Be as descriptive as possible.)**

**What else would you like us to know about in terms of the upcoming project? (And additional comments from items above.)**

**Save your completed worksheet and email it to:  
marc@silvermarc.com**