

Website Questionnaire

Tell us a bit about your business:

Business Name (and/or Individual Name): _____

Business Address: _____

Zip code: _____

Phone: _____

Mobile: _____

Email address: _____

What do you or your business do (or both)?

Part 1:

- Do you have a domain name or one in mind [website address (is it available, visit godaddy.com to check availability, most domains are purchased but don't be discouraged, also shorter URLs/domain names are better)]? _____
- Do you need us to purchase hosting for you (hosting is required, it is how your website remains on the internet, you must pay annually to keep your website active, think of it as leasing digital space for your digital store front)? (Yes) or (No)
- Do you need us to purchase your domain e.g., www.domain.com (domain name is required, it is your website address)? (Yes) or (No)
- What's your deadline for this project (dd/mm/yy)? _____
- Rate from 1-5 the following in regard to your website (1 being the least important and 5 being the most important):
 Cost _____ Quality _____ Website Completion _____
- Approximate available budget for your website, budget determines the number of features and overall quality (**\$500 minimum: basic setup, which includes hosting & domain name cost for 1 year (approximately \$120)**)? (\$ _____)

The following questions will help us understand what you need to achieve with your website. Check as many boxes as necessary.

This site is necessary to me because:

- I need to build or increase awareness of my brand/business.
- I need to offer a point of contact for my client(s)/customers.
- I need my business to have an online presence.
- I need to sell my product/service through my site.
- I need to advertise or market my product or service.
- I need to reach my target audience.
- I need to maintain a relevant online presence

Other:

My site will be built to target:

Customer(s)
Client(s)
Consumer(s)
Past clients/customers

Do you need or have social media accounts:

Facebook Business Page * (Have) or (Need)
Linkedin* (Have) or (Need)
Youtube, Vimeo or Flickr (Have) or (Need)
Twitter (Have) or (Need)

Target audience:

Kids & teens
Adults 20 - 30
Adults 30 - 40

Adults 40 - 50
Adults 50 - 60
Adults 60 - 75+

My clients come to me because (what is your competitive edge):

I offer excellent service.
I have the best product(s) on the market.
I have the best prices on the market.
I have the best quality on the market.
I am the quickest in terms of delivery/completion on the market.
I just launched my business.

Other (please explain in detail):

Is your goal to expand your target market, increase your current target market, or both?

Tell us a little about your customers/clients:

Tell us about you and/or your business or both:

Number of employees and/or team members in your business: _____

A customer is searching for a business like yours, which words or phrases will they enter into Google's search or what would you most likely enter?

What is it that makes your products or services unique relative to your competitors?

You would like your new website to include:

- A basic HTML site
- An HTML5/CSS3 website
- Responsive design for use on tablets & mobiles.
- A WordPress-based CMS
- Online Magazine
- Online Forum
- Newsletter/Blog
- Informational/Educational Website
- Heavy content based website multiple pages.
- A redesign of a current website.
- Additional requirements:

Special features you would like added to your website:

- Registration form (subscription permission for e-mail marketing)
- Video streaming
- Contact form
- Search box (information heavy websites)
- Multicolumn layout
- Information/request forms
- Uploads/downloads
- Customer login
- An online store/shopping cart
- Online payment gateway
- Separate blog in addition to your website
- Image gallery
- Image slider
- Other features _____

Part 2 Design:

Who will provide the following for your website (select all applicable):

Stock Images	[We will]	[Naughty Copy Advertising]
Company (business) photography	[We will]	[Naughty Copy Advertising]
Other Artwork/Illustrations	[We will]	[Naughty Copy Advertising]
Other Content or Text	[We will]	[Naughty Copy Advertising]
Copywriting (custom text)	[We will]	[Naughty Copy Advertising]
Professional logo and/or graphics	[We will]	[Naughty Copy Advertising]
Custom Photography	[We will]	[Naughty Copy Advertising]
HD Video	[We will]	[Naughty Copy Advertising]
SEO: Meta Tags/Description	[We will]	[Naughty Copy Advertising]

Does your company have a logo or branding guidelines (typeface/fonts, colors, or themes)? (Yes) or (No)

Do you have printed material (such as business cards or brochures) that we need to match? (Yes) or (No)

Could you give us the websites of your top 3 competitors? _____

If you had to pick 3 websites you would love to have, which would they be? _____

Part 3 what will happen after we build your site:

Would you like us to update your site or would you like to be responsible for updates?

[We will update our site]

[Naughty Copy Advertising]

How often do you require updates?

Daily

Weekly

Monthly

Quarterly

Other _____

Would you like to book a dedicated training session for your employees to learn how to update the site? (Yes) or (No)

Is there anything else you'd like to tell us?

Thank you for taking the time to fill out this form. We will contact you with a quote as soon as possible.