

Website Client Questionnaire



Shari Kreisberg-Therrien

shari.therrien@gmail.com

H: 781-942-7954 | C: 781-983-5386

Organization Information:

Please complete the following questionnaire.
Use the blank page at the end for additional space.

Name of Organization:

Today's Date:

Best Method for Communication:

___ E-mail:

___ Phone:

___ Text:

Name of Primary Contact:

Project Description:

Please describe a brief description of your organization. Include the mission and main purpose of this website.

Description:

Phone:

Email:

Street Address:

Mission:

Website:

Main Purpose of the site:

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Design:

Is this a redesign from an existing site, or do you need a new website from scratch?

If from scratch: Do you have a domain name reserved?

Yes ___ No ___

Do you have a website host?

Yes ___ No ___

Has work already gone into this project?

Yes ___ No ___

What outcome will make this project successful in your mind?

Is there a way to measure success? (Examples: increased visitors, increased inquiries for services, increased bookings, higher revenue, fewer complaints)

Will this project be a part of any existing branding/marketing strategy or campaign?

Yes ___ No ___

Do you have an existing logo and color scheme?

Yes ___ No ___

If yes, are you satisfied with it?

Yes ___ No ___

Does your organization have a style guide?

Yes ___ No ___

If yes, please provide a **pdf** or a printed version.

Content:

Text, Images, VideoClips, Photos, etc.:

If new content:

Is it written? Yes ___ No ___

Proofread? Yes ___ No ___

Edited? Yes ___ No ___

Approved? Yes ___ No ___

Where will the content be coming from?
(Example: Personal Computer)

Is all the content approved for online use?
Yes ___ No ___

Do you have the rights from all the photographers, videographers and writers?
Yes ___ No ___

Do you have a need to be able to regularly update your website?
Yes ___ No ___

How often do you want to add or update new content?

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Do you have certain sections/pages in mind for your website? (How do you want clients/potential clients to use your website?)

Additional Space:

Are there any websites that you would like to use as a reference? What about them do you like/dislike?