



Please E-Mail Completed Surveys to builtfromscratchstudios@gmail.com

NEW CLIENT QUESTIONNAIRE

Part I: General Information

Business Name

Main Contact

First Name

Last Name

Title

Address

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

Country

Phone Number

Area
Code

Phone Number

E-mail

Current Website URL (if applicable)

Current Web Hosting Company (if applicable)

What domain registrar do you use? (if applicable)

Part II: Background Information

Please describe your organization in a few sentences.

What problems do your clients have that your organization solves? What makes you different?

Why do you want to have a new website? What are your priorities?

What frustrates you about your current website?

Describe the desired look and feel by using adjectives and short phrases.

Describe your target audience? What do you want to your site to convey?

For Profit: Who are your director competitors? Non Profit: Name some peer organizations that are similar to yours.

Part III: Brand Identity

List any important words, separated by a comma, that you want people to associate with your organization's image and brand.

What is your tagline?

Do you have a high-resolution logo?

Yes

No

Not sure

If yes, what format is it in? (Exam: JPEG, EPS, PNG)

Have you considered redesigning your logo?

Yes

No

Do you have a style guide or brand standards?

Yes

No

Do you have established print materials? If yes, what type (brochure, letterhead, event materials, etc):

What fonts do you typically use?

Are there any colors that you want incorporated into the website?

Do you have the pantone numbers for the colors you want to use?

Yes

No

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

Which of these words or phrases is most important? Second? Third?

Do you use Google Analytics?

Yes

No

Part IV: Design Preferences

Please list the names of three to five other sites that you like. In the comment section, please articulate why the sites are attractive to you.

Website #1 URL

Website # 1 Comments

Website #2 URL

Website # 2 Comments

Website #3 URL

Website # 3 Comments

Website #4 URL

Website # 4 Comments

Website #5 URL

Website # 5 Comments

**What types of things do
you see on other websites
do you hate?**

Is your site managed by a content management system (CMS)?

Yes

No

If yes, where type of CMS are you using?

- | | | |
|-------------------|---------------|------------------|
| Expression Engine | Wordpress.com | Joomla! |
| Squarespace | Drupal | Plone |
| Wix | Weebly | Wordpress Hosted |
| Drupal | Tumblr | Not Sure |

Do you currently have a blog?

Yes

No

If yes, where is it hosted?

- | | | |
|-----------------|---------------|---------|
| Current website | Wordpress.com | Blogger |
| Typepad | Squarespace | Tumblr |
| Not Sure | | |

Will you allow comments on your blog?

Yes

No

Approximately many static pages do you need? (Exam: About, Contact Us, Donate, FAQ, etc.) A ballpark number is fine.

At minimum, we would like to have these types of pages as part of our site. Check all that apply:

- | | | | |
|--------------------|--------------|--------------|---------------|
| Home | Staff | FAQs | About |
| Board of Directors | Client List | Contact Form | Services |
| Testimonials | Directions | Management | Portfolio |
| Donate Page | Programs | Volunteer | News & Events |
| Privacy Policy | Terms of Use | Disclaimer | |

Do you currently have content that you want to use?

Yes

No

If no, who will be providing the content?

Do you have high resolution photos that you want to incorporate into your website?

Yes

No

If no, who will be providing photos?

Who will be updating this website on an ongoing basis? Check all that apply.

Just me

Marketing Team

Other Staff

Intern/Volunteer

Office Manager

Webmaster

Would like to outsource.

How often do you think you will be updating the website?

Once a week or more

Monthly

Quarterly

Less than 4 times a year

Part VI: Website Features

Please check all of the features you would like to incorporate into your website:

Image Gallery

Forum

RSS Feed

Search Function

E-Commerce

SEO

Video

Calendar

Advertising

Analytics Tracking

Responsive Design

Social Media

Which Social Media tools do you use? Check all that apply.

Facebook

Twitter

Youtube

LinkedIn

Yelp

Foursquare

TripAdvisor

Instagram

Tumblr

Pinterest

Flickr

What types of social media integration would you like to see?

Are there any other website functions that you need?

Part VI: Other Information

Who is the decision maker for this project?

What is the typical turnaround time for making decisions?

Do you have a designated IT person that we need to coordinate with?

Yes

No

What other staff will be involved? What are their roles?

What is your preferred deadline for completing the site?

Anything else we can help you with?

Good work! You're finished! Just press the submit button below and we'll be on our way.

You'll hear back from us shortly.