

WEBSITE QUESTIONNAIRE

1. Write your business name, owner and contact information:
2. What does your business do?
(List the main products/services your business offers and a brief description of each)
3. Who is your target audience?
4. What’s your Unique Selling Proposition (USP)? (What makes you stand out?)
5. Why do you believe site visitors should do business with you rather than with a competitor?
6. List 10-15 keywords/phrases that represent your business
(most of these will be what you offer - ie. residential siding replacement)
7. 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?
8. List the URL of 3-5 reference websites that you like.
What do you like about these websites? Think design, but also features, functionality, etc.
9. What pages do you want and/or need on your website?
(List Page Names and any specific ideas/features you might need)
10. What features do you want and need on your website?
(ie. Lead generation, appointment scheduling, event calendar, user logins)
11. Are there things you do NOT want to include on your website?
12. What’s the underlying goal of your website?
13. Do you have any content ready for your site?
(ie. photos, written content, branding)
14. Do you have a brand style guide for things like colors, fonts, logos?
15. When would you like to launch your new site?