



Website Design & Development Questionnaire

1. What is the purpose of your website?
2. What goals does your organization intend to accomplish with this website?
3. Who do you want to reach? Be as specific as possible. (i.e., age range, professionals, interests)
4. Do you have a business logo or slogan that you would like to use?
This can be used to help you create a theme for your website.
5. Do you have a color scheme that you would like to use?
6. Describe any visual elements or styles you would like used, including elements from existing marketing materials.
7. List any other web sites that you find compelling.
What do you find the most interesting about these sites? (e.g. style, colors, layout, organization, content, etc)
8. Will this site use existing content if so, what is the source and who is responsible for approval?



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9. What elements are key items that you wish to have available to the user on every page?

10. Do people know what the site does even before they go there? Either through the meaning of the name or by advertising.

11. Briefly, what are your short-term marketing goals?

12. How will this website help to meet your goals?

13. Do you have an existing plan or marketing strategy to promote this site?

14. Do you plan on keeping the site updated? If so, how often? Which pages or content? Who is responsible for updating and providing content?

15. Who are the primary contacts from your organization and who has final approval on this project?

16. What is your target launch date for this site? What are the factors surrounding this deadline?

17. What is your budget for this project?