

# Artis Design

## Website Client Questionnaire

### Instructions

- Open in Acrobat Reader and click to type in the boxes
- Save the document and email it back to us
- Please send a copy of any other documents or promotional materials you may have or want included.
- I use these answers to assist me to create the best website I can for you so please answer with as detail as you can

### Dates

Date sent to client:

Date returned:

Project deadline:

### Client Contact Details

Name:

Work number:

Mobile:

Email address:

### Business Details

Company name:

Work phone:

Web address:

Postal address:

### Budget & Timing

What is the estimated setup budget?

What is the required completion date?

## Stakeholders

Who will be involved in decisions regarding the website?

Existing suppliers or partners we will need to work with?

## Legal

Are there any legal issues we need to consider?

Do you own the rights to all materials to be included on the website?

Yes

No

Don't Know

## Project Outline

Is the website for your organization or a specific product, event, service or offer? (Elevator pitch)

Why do you need a new website?

What does your website need to achieve:  
traffic, sales, response rates, leads generated, reputation?

Target Audience - Who is the website aimed at?

Why is your organization, product, event or service better than your competitors?

## Website management

What tasks do you estimate are required to update and promote your website?

Who will be updating and promoting your website?

What level of computer and internet skills do they have?

What is the estimated weekly budget of hours to update and promote the site?

## Website Layout

Do you have a site layout?

Yes

No

Don't Know

Estimated number of sections:

Estimated number of pages:

Search engines (Google etc.)

List the top five search terms (words or short phrases) that people will use to find your website:

Additional relevant search terms (Keywords):

## Website design and style

Describe the style for your new website look and design:

Approachable	High-tech	Other words?
Corporate	Modern	
Authoritative	Natural/Organic	
Credible/Expert	Playful	
Elegant	Sophisticated	
Fresh	Caring	
Funky	Humble	
Stylish	Prestigious	
Helpful	Slick	
Simple/Clean		

Do you have a style guide or other corporate requirements?

Yes                  No                  Don't Know

Do you have any imagery or colours in mind for your website?

Will the site be viewed on any special screen size or device?

What features would you like on your website?

High google (and other searches) ranking

Optimization for mobile phones

Photo and media galleries

Feedback/contact forms

Newsletters and signup Email marketing

Film/Audio

Animation

Calendar

Statistics

Surveys

Other required features:

## **Social Media and external services**

Do you have a social media strategy?

Yes

No

Don't Know

Please list the website addresses of the social media and other external websites linked to this project (e.g. Facebook, twitter, YouTube, eBay)

Are you planning on integrating further social media and other external websites/services? Please list them.

Do you need your new social media profiles setup?

Yes

No

Don't Know

## **Your Current Website**

What is good about your existing web site?

What is bad about your existing web site?

How is your website performing for your objective?

(Traffic/ Sales / Response rates/ Leads generated/ Reputation):

Who is your current host and hosting package?

Are you happy with your hosting service?

Yes

No

Prefer not to say

## **Competition and Genre**

List your competitor's websites and other important websites in your market/genre?

What are they doing well?

What are they doing badly?

## **Websites you like**

Provide examples of websites (or parts of websites) you like the design and functionality:

## **Other Comments?**