Website Design Questionnaire to Make Your Life Easier

Use this as a sample guide for which questions you should be asking in order to fulfill the project. This will help you, your team, your outsourcers and it avoids complicated conversations with the client later on since you already have all this information.

1. Do you want your business name as the domain (if available)?

Usually a website will rank better if you have keywords related to your business in the domain name. For example, if your company is Johnson Services and you offer roofing, you may want Johnsonroofing.com instead.

2. What are all the services you offer?

This is important because a roofing contractor can actually have different services for different people. Ask for the different types of roofs he does, if they do gutters, etc. Many industries are like this, you want to have a page for each service on the website to increase the potential for leads via search.

3. How do you currently bring in the majority of your customers?

If they have an existing website and they're bringing in a considerable amount of leads on a regular basis you want to make sure to be careful to not mess up the URL structure or else the leads will drop off temporarily.

4. Do you have a logo for the company that you use on letterhead or vehicles?

This gives you an opportunity to upsell if they need a logo, or you can just use plain text in graphic form for the website. If they do have a logo, have them send it to you so you can have consistent branding throughout their business.

5. Who would you say your top 3 competitors are?

I always love asking this question because it makes me want to ensure what we do is much better than those competitors. It also allows us to see what those competitors are doing, dilute their space and capitalize.

6. Do you have a particular deadline when this has to be up, like for a trade show? How quickly do you need this up and running?

It's important to know their expectations on time, even if you make it clear your average turnaround time. It avoids problems later on like 5 days after they pay thinking you should have a mock up.

7. If you were looking for your business in a search engine what words/phrases would you search for?

Okay so this is a question I usually skip because I already know the keywords they need to rank for better than they could ever know themselves. I've already done it. The only exception is when it is an obscure business, or maybe a business 2 business type company that doesn't get business through search. This allows you to optimize for what they think, and usually it will be low enough competition.

8. Do you have any trade associations that you belong to? BBB?

Usually a lot of businesses will be a member of a trade association or the BBB or chamber of commerce and they like to use those logos as a trust symbol.

9. If they are a contractor, what is the business license number?

Some states actually require you to display your license number on the website. Texas and California are great examples but some business types don't need a license. If they are contractors, you should ask them.

10. Do you have pictures to use for the website or should we use stock photos?

There's no point in waiting however long it takes them to dig up pictures that are super low quality. If you can use stock photos, do it. I've seriously had people send me pictures that they scanned that were so damaged they could never be used for anything.

11. Do you have content ready for the website, should we use the existing content on your previous website or is there anything you want to change?

Most companies will want you to use their existing content. If it's a brand new customer you may want to give them a list of the pages you need content for. For us, we'll write content for them, except the about us page. The reason is, it makes it a no brainer for them to use us instead of the excuse saying they don't have time to put it all together.

12. Do you want to include any links/feeds from social networking sites?

Self explanatory… could also use this as a chance to upsell social media creation and marketing.

13. Do you have any coupons or specials you would like to include in your website?

14. Do your own website hosting or would you like us to host it for you?

15. What email would you like contact forms to be sent to when someone fills it out on the website?