



WbC Web Design

New Client Questionnaire

- ☐ Please provide your address, contact information, and the name(s) of the person(s) in charge of the project with the authority to make decisions.

- ☐ If you have a website already please provide the URL (and any analytics you may have):

- ☐ Like houses, web sites need an address so you can find them (domain names) and a lot on which you can build it (hosting).
 - ☐ Will you need any domain name registration or web hosting?
 - ☐ If you already have a domain and/or hosting please provide the login information now:

- ☐ What is the mission or purpose of the organization (what are you all about)?

- ☐ What are the short- and long-term goals of the site (what do you want a website for)?

- ☐ Who are the intended audiences (who will be using the site)?



- Why will people come to your site (why should 'I' visit *your* site)?

- Who will be updating/maintaining the site (WbC can do that, right)? And how often?
 - Do you want a Content Management System (CMS)?

- Who will be in charge of making the decisions? Will they be accessible?

- When does your site have to be up and running by (deadline or design)?

- What is your maximum budget (well, it's a web-page; or Wow, how'd you fit the rollercoaster in the monitor)?

- Who is supplying the content (why copy when you can copy-write)?
 - Photographs/videos of place/products?
 - Copy writing?
 - If you have any text or photos ready please provide it now.

- How many pages in how many sections (You do have a sitemap? Outline? Anything)?

- Do you want Flash animation (or some other fancy effect)?



- Does the site have to function/display properly on every machine (does the site have to work only on the latest version of Internet Explorer or does it have to work on Apple Macs and mobile phones as well)?
 - Cross-Browser Compatibility, Resolutions, Operating Systems...

- Does the website need to be usable by people of all abilities and disabilities (dyslexics, elderly, color-blind, blind...)?
 - Does it need to meet the Web Content Accessibility Guidelines (WCAG)?

- Will it be dynamic or static (do parts of the page change depending on user actions)?
 - If dynamic, what type of user interaction do you want?

- Will you require a database (do you have a catalogue or store info)?
 - Do you need us to populate the database or do you already have it in electronic format?
 - If you need us to do the data entry, how many products, and how many fields of information (i.e. number of columns and rows)?

- E-commerce (shopping cart system)?
 - Taking credit cards?
 - How many products?

- Will you want any online marketing or SEO (why is no one visiting my website)?
 - Blog or article submissions?
 - Search Engine Optimization (SEO)?
 - Search Engine Marketing (SEM)?
 - Social Networking Marketing (facebook, twitter, linkedin...)?



- Analytics or Testing?

- Will you require any non-internet services (we can help you from Zero to Z, 'A to Z' is so passé)?
 - Copywriting/editing
 - Translation
 - Photographer
 - Videographer / editing
 - Branding or Logo Design
 - Printing (int./ext. signs, business cards, brochures etc.)
 - We have an extensive network of professionals call us for more details

- Can you list some websites which could be used to demonstrate what you have in mind for the look (seen anything you like lately)?

Please include any files, documents, images, sitemaps, etc... along with the answers to these questions and send them to info@wbcwebdesign.com.