



Questions To Ask Clients Prior To Building a Website

Questions to ask clients before designing a website

The more information you have equals the smoother the project goes — which in turn sets the tone for a good designer/client relationship...

Company-related questions

1. | Do you currently have a website? What is the URL?
2. | Please Describe, in detail, the products/services you sell.
3. | Who are your top five competitors? How do you differ from them?
4. | What are your top three frustrations with your current website? Explain?
5. | What do you like most about your current website? Explain?
6. | What do your current competitors website have that you would like to have?
7. | What is the age range of your target client base?

Project-related questions

1. | Technical skill level of your client base. Have a scale ranging from zero to ten with zero being the least technologically skilled and ten being the best.
2. | Will your visitors require any special needs? (Mobile version of site, multiple language support, larger type for easier reading, etc.)
3. | Imagine your website in 5 years from now. Complete the sentence: I know my website works because...
4. | Name 3 things that are most important about the design of your new website.
5. | Name 3 things that is least important in the design of your new website.
6. | Do you have any color preferences, existing brand colors, and/or colors you do/not wish to include?
7. | What are some existing websites that appeal to you? Provide links if possible.
8. | Deadline, timing or exact date of completion for your website
9. | Do you have a budget you are trying to meet?

Additional questions

1. | Do you need to be able to update the website on your own? (ie: CMS)
Will this be an e-commerce website? Will you be selling any products or taking payments on your website?
2. | Do you need a copywriter? If you are using existing copy on your current website, will it need to be modified in any way?
3. | Is your logo and other imagery web ready?
4. | Do you have all images that you would like to be included in your website or would you like the designer to use imagery where appropriate?
5. | How will you be updating the site in the future (if they are not using a CMS)?
6. | Will you be needing an additional SEO help (registering with search engines, adding businesses to Google Business Center, Analytic setup, etc.)
7. | Do you already have a domain and host setup for your new website? If so, do you have the FTP and host log in information accessible?
8. | Any specific features you would like included? (Log in ability, calendars, forums, blog, subscription services (RSS, email or newsletters)?)
9. | Have I secured Facebook? Twitter? Google+? profiles, so that the URL's match company name?