



Website Development Questionnaire

Introduction: Thank you for taking the time to complete this questionnaire. Your detailed answers will help us understand your business, your goals, and your customers, ensuring we build a website that not only looks great but actively generates leads and drives sales. Answer as many questions as possible.

Section 1: Business & Brand Identity

- Company Name & Legal Name: (If different)
- Please provide a brief company history and mission statement.
- What are your core brand values? (e.g., Innovation, Reliability, Customer-Centered)
- What makes your business unique? (Your Unique Selling Proposition - USP)
- Do you have existing brand guidelines? (Logo, color palette, fonts, tone of voice) If yes, please provide the files.
- Who are your key competitors? (Please list 3-5 and their websites.)

Section 2: Goals & Target Audience

- Primary Goal: What is the single most important goal for this new website?
 - Generate Leads (Contact Forms/Phone Calls)
 - Book Appointments/Demos
 - Establish Brand Authority/Trust
 - Provide Information & Resources
- Secondary Goals: What other goals do you have?
- Target Audience: Who is your ideal customer? (Please be as specific as possible: job title, industry, company size, challenges, demographics).
- Customer Pain Points: What are the biggest problems or challenges your customers face that your product/service solves?
- What action do you want a website visitor to take? (e.g., "Call now," "Download a whitepaper," "Request a quote")

Section 3: Website Content & Structure

- Do you have a sitemap in mind? Please list the main pages you want (e.g., Home, About, Services, Blog, Contact).
- Content:



- Do you have existing text, photos, videos, case studies, or testimonials you plan to use?
- Will you need copywriting (professional writing) and/or photography services?
- Home Page: What key messages must be on the home page to capture a visitor's attention in 5 seconds?
- Products/Services Pages: Please list your main products or service packages. For each, we will need a description, key features, benefits, and price (if public).
- "About Us" Page: What story do you want to tell about your company and team
- Social Media: List your social media profiles (LinkedIn, Facebook, Instagram, etc.). Should the website integrate with them?

Section 4: Lead Generation & Sales Mechanics (CRITICAL SECTION)

- Lead Capture: How do you want to capture visitor information?
 - Contact Form
 - Phone Call (Click-to-Call)
 - Request a Quote/Demo Form
- What information is essential on your contact form? (e.g., Name, Company, Email, Phone, Project Details)
- Do you need a CRM (Customer Relationship Management)/booking/scheduling system

Section 5: Design & User Experience (UX)

- Website Examples: Please share 2-3 websites you like the look and feel of. What do you like about them? (Design, not their business).
- Please share 2-3 websites you DISLIKE and why.
- Are there any specific features you require? (e.g., Login Portal, Interactive Calculator etc.)

Section 6: Technical Requirements

- Do you already have a domain name? (e.g., www.yourcompany.com)
- Do you have a current website? If yes, what is its URL and what don't you like about it?
- How do you plan to maintain the website after launch? (Will you need training on how to update content?)

