FARHAANA BEATO

WEBSITE QUESTIONNAIRE

FAR@FARHAANABEATO.COM

FARHAANABEATO.COM

PRELIMINARY WEBSITE QUESTIONNAIRE

Please fill out the following questions to the best of your knowledge and email it back to me at FAR@FARHAANABEATO.COM. Only complete what applies to you. Thank you.

NAME AND CONTACT DETAILS

Name:

Email Address:

Phone Number:

Name of Organization (If applicable):

GENERAL

Please describe your organization in a few sentences.

Do you currently have a website? If so, what is the web address/URL?

Do you have web hosting? (Ex: Go Daddy, Blue host, etc.)

Do you own a domain name? If so, please provide the name (Ex: farhaanabeato.com/.net/.org/etc.)

Have you already established a budget for this project? If so, please indicate your budget below.

What's your preferred deadline, time frame or exact date of completion?

WEBSITE DESIGN

What is the website's main purpose?

- Build a Brand/Community
- Sell Products
- Promote Services
- Other

What is the desired outcome from a user visiting the website?

- Contact
- Make a Purchase
- Leave an Email Address
- Fill Out a Form
- Other

Do you want to include any of the following on the website?

- Contact Form
- Image Gallery
- Social Media
- Ability to Purchase
- Maps
- Videos
- Other

Describe the look and feel you want. (Ex: clean, artistic, modern, colorful, corporate, etc.)

Is there a specific theme you had in mind to incorporate into the website?

Do you have any color preferences, or existing brand colors?

Do you have any colors that you do not wish to use?

Do you have existing business cards or other printed materials that need to match?

What should be the main message on your website?

WEBSITE RE-DESIGN

What is your main goal for this redesign?

- Update Look/Feel
- Better User Experience
- Target Different Audience
- Other

What aspects of your current site do you feel are successful, and why?

What aspects of your current site do you feel are unsuccessful, and why?

TARGET AUDIENCE

Who would you like to reach with this website? Describe the target audience in as much detail as possible.

What actions should a user perform when visiting your site? (Ex: search information, sign up, purchase a product, etc.)

How do you currently reach the same audience? (Ex: brochures, print ads, word of mouth, etc.)

Can you provide me with brochures, write-ups, videos etc. that will help me understand the content and the audience a bit more?

SIMILAR SITES

Please provide a list of websites you like and why.

Please provide a list of websites you DON'T like and why.

Please provide a list of competitor websites.

CONTENT

How many pages will the website have roughly?

- 1-5
- 5-10
- 10-50
- 50-100

Do you have a logo? Do you have a DIGITAL copy of your logo?

Do you have photographs or digital images that may be displayed on the site?

If not, will it be possible for you to obtain them for the project?

Do you have graphics or other artwork for your site?

Do you have a tagline?

MAINTENANCE

Will there be sections of the site that need regular updating? If so, which ones?

Who will maintain the site?