Nquire

Website Questionnaire

Nquire / **Goals & Objectives**

1. What will be the domain name (URL) of the website?

2. What kind of website is this? (*Examples: brochure site, blog, network, e-commerce, etc.)*

3. Why do you want to have a new website?

4. What will happen if you don't have a new website?

5. Do you have web hosting? Is so, what type? *(Example: IIS, Apache, etc.)*

6. Imagine your website in 5 years from now.
   Complete the sentence: I know my website works because...

Nquire / **Audience & Competitors**

1. What types of visitors do you want to get? Who is your target audience?
   (Example: age, education, and other demographics? Job status? Ecomonic status? Role in the community?)

2. What other visitors is your site going to get? Job seekers? Board members?

3. Why do you think people will visit your site? When people don't know you exist, why would they find you or happen upon your site? Why would they come back? If they do know you, why would they take the time to visit your site?
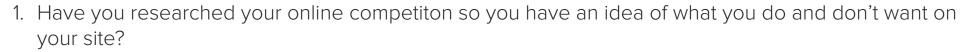
4. Will your visitors require any special needs?
   (Example: mobile version of the site, multiple language support, larger type for easier reading, etc.)

5. What do your current competitors website have that you apsire to?

6. Please list 5 websites you like. Include the URL.
   What you like about each site, and what you would improve upon.

Nquire / **Content**

1. Have you researched your online competiton so you have an idea of what you do and don't want on your site?

2. What do you NOT want on your site in terms of text, content, etc?

3. Where is the website content coming from? Who's responsible for updating it? Is it ready for use on your website?

4. Do you need to be able to update the website on your own? (ie: CMS)
   If you're not using a CMS, how will you be updating the site in the future?

Nquire / **Marketing Plan**

1. If you were using a search engine, what words or phrases would you use to find your site? Which of these words or phrases is most important? Second? Third?

2. Other than what search engines will produce, what methods do you have in mind to spread the word about your website?

3. Once your website is completed, how long do you think it will be before you begin bringing in significant business from the website?

4. How do you plan to encourage repeat visitors and referrals?

5. Will you be needing additional SEO help?
   (registering with search engines, adding businesses to Google Business Center, Analytic setup, etc.)

Nquire / **User-Interface**

1. What elements do you see as "globals" or appearing on every page within the site?

2. What is the primary action you wish your target user to take from the main page of your site?
   (Examples: download, browse, move along a specified path, e-mail, order, explore, click button, call, etc.)

Nquire / **User-Interface**

3. What is the primary action you wish your target user to take before leaving your site?
   Is it the same action? If no, describe why.

4. Any specific features you would like included?
   (Example: log in ability, calendars, forums, blog, subscription services, RSS, email or newsletters)

5. What bugs you the most about other websites?

Nquire / **User-Experience**

1. What elements are key items you wish to have available to the user on every page? (Example: including but not limited to: sidebar, navigation bar (horizontal/vertical), social media buttons (Facebook/Twitter), etc.)

2. Do you need a contact form?

3. Name 3 things that are most important about the design of your new website.

Nquire / **Thank you!**

I appreciate and find it an honor to work with you in designing a website that is tailored towards your endeavors. If you have any questions concerning my questionnaire, absolutely feel free to contact me.

I'd love to hear from you!

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