

IRMA'S WEBSITE QUESTIONNAIRE

HELP ME GET TO KNOW YOUR BUSINESS SO I CAN BUILD YOU AN AWESOME WEBSITE

I // GENERAL QUESTIONS ABOUT YOUR ORGANIZATION

1. What is the name of your business?

2. Please describe your organisation in a few sentences.

3. What is there about you and your background that sets you apart for a special (niche) group of potential customers?

4. What are the primary objectives of your organization?

5. What is the vision and mission of your organization?

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II // GENERAL QUESTIONS ABOUT YOUR (NEW) WEBSITE

1. Why do you want to have a new website, or have your current site redesigned?

2. If you already have a website, how do people experience it? Please indicate strengths and weaknesses.

3. Is there a deadline for completing the site?

4. List 5 to 10 terms that should / could be applicable to your future website.

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III // QUESTIONS ABOUT YOUR TARGET AUDIENCE

1. Please describe your potential customers. Pay special attention to their income, interests, gender, age, etc. If your website is a business-to-business site, what sort of companies are you hoping to attract?

2. What do you want to achieve with your website? For example: attract new customers, sell products, image enhancement, extra sales.

3. What message should your website express?

4. What is it that you want your site visitors to do on your website? (Buy products, view pictures, watch videos, engage with other users, etc.)

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IV // QUESTIONS ABOUT THE 'LOOK & FEEL'

1. Do you have a corporate identity? If you do, wich agency designed it for you?

2. Should the design of your website be based on the existing corporate identity or should it get a style of its own?

3. Please list the names of some websites that you like. Why are they attractive to you?

4. Please list the names of some websites that you do NOT like. Why are these unattractive?

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V // QUESTIONS ABOUT CONTENT & INTERACTION

1. Apart from text, what other content will your website hold? (Video or image gallery, forms, polls, anything you can think of)

2. Are you planning to do online sales? If so, what is the product, and how many items do you want to sell online?

3. Do you regularly have news to share with your visitors?
If so, what kind of news and how often?

4. Who will provide the website content and who will be responsible for updating it?

5. 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?

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VI // QUESTIONS ABOUT TECHNOLOGY & MAINTENANCE

1. Do you have a domain name? If you do, what is the domain name and where is it registered?

2. Do you have a place to host your website? If you do, who is your provider and what is the name of your hosting package?

3. Do you use a Content Management System (CMS) on your current website? If so, which CMS do you use and how do you like using it? Please provide pros and cons.

4. Would you like to use a CMS on your new website?

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VII // OTHER QUESTIONS

1. Do you use social media for your business? Which ones?

2. If you use social media would you like to integrate them in your website? In what manner? Please provide example websites if possible.

3. What are your current marketing activities? (mailings, advertising, trade shows, sponsorships, etc.)

4. What is your budget for this project?

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VIII // DO YOU HAVE ANY COMMENTS / QUESTIONS?

SEND

Please click send to submit this form.

TROUBLE SENDING THE FORM?

You can also e-mail it to hello@irmascheer.nl

THANK YOU!