

Web Design Questionnaire

General

The People

Who will be the final decision maker for this website redesign process?

Who will be the person on your team who will update the DNS when it is time to launch the website?

Who will be writing content for each new page?

Current Website

Why are you doing this website redesign?

List out any website design inspiration you have found. Make sure you write out what you like and dislike.

When do you need to launch the new website? And is there a particular reason for this deadline?

Do you own your domain name and have access to its DNS?

What budget are you working with? Also, what is your ongoing budget once the website launches?

Brand

Messaging

Who is your target customer?

What core problem do you solve?

Why do you solve this core problem? (what about it interests you?)

What have clients said about working with you?

Why have your clients picked you over your competitors?

What is your company doing in five years?

Do you have a particular industry that you target?

Who are your competitors?

Aesthetic

What are your main colors?

Which color do you want to be your call-to-action color?

Is your logo going to be changing at all?

What other brand materials will need to be changed? (ie. sales presentations, tangible print materials, etc)

Sitemap

Ignore your current website. What 5-10 pages are required to tell your story?

Now, how do the pages of your current website map to the new list of pages?

Now, let's create the rest of the sitemap. What pages must be subpages under each page you've already listed?

For each page, what is the main call-to-action?

For each page, what is the one or two sentences that describe the problem and solution you solve?

Have you currently benchmarked your SEO?

How important is maintaining your current SEO levels during this website redesign?

What services do you offer?

Website Page Layouts

Now, we're getting into the "building" stage. Let's walk through how we actually go through the building process and what you should consider.

Group your sitemap pages into three "page template" categories.

I want you to look at your sitemap and categorize each page into one of three categories. Those three categories will define the page layouts (or wireframes) that need to be created for your website. When creating a new website, it's easy to get stalled by staring at a white screen and not knowing what to build. I like to simplify this. By organizing all pages into three categories, I only need to create three unique layouts.

Sure, each page may alter the template a little bit, but that's OK. You at least now have a starting point.

Development

What CMS are you currently using?

Is there a required CMS to use during this website redesign?

What website accessibility requirements are there for this website revamp?

What CRM do you use?

Are there any specific integrations with your CRM that should be accounted for?

What type of conversion tracking does your website have currently? Will anything be added?

Do you have Google Analytics installed?

Do you have heatmap software installed on your current website?

Have you benchmarked your current page speed using either Google PSI or GTMetrix?

What do you like (and dislike) about your current CMS?

If you're using WordPress, what do you like (and dislike) about your page builder?

Are there any third-party platforms that will need to be connected to this redesigned website via APIs?

Where is your current website hosted?

Are there any requirements for hosting your redesigned website?

What percentage of traffic comes from mobile devices?

Are there any other subsites in your system we should know about?

Do users log in to your website? If so, what are they accessing?

Is there any eCommerce on the site? If so, what powers it?

Should any online schedulers be embedded on the new site? If so, what tools do you use?

Are there any custom features we should know about your website that weren't covered above?

How easy is it to add and edit pages on your current website?

Questions for Customers

What about our website did you not like?

Were you able to find everything that allowed you to make a purchasing decision?

When you realized you had a problem, how did you find us?

What was most important when selecting a partner to help solve this problem?

How was navigating our website?

Did our website play a role in your decision to choose us?