

GENERAL BACKGROUND QUESTIONS:

- How would you describe what your company does to a customer?
- What would you say is the biggest value/benefit you bring to your customers?
- Why would your customers say you're different from your competition?
- Who are you targeting with this web site? Who are your clients?

GENERAL PROJECT QUESTIONS:

- What is the status of your current web site?
 - A) I don't have a domain name or web host
 - B) I have a domain and web host, but no web site
 - C) I have an existing web site
- What is your knowledge and comfort level with the Internet and web sites
 - A) I need someone to walk me through the process step-by-step
 - B) I know a little bit about things
 - C) I know what I am looking to accomplish, I just need someone to put it together for me
- If you have a domain name or existing web site, what is the address?
- Have you hired on, or currently working with any 3rd parties?
For example (business coaches, graphic designers, marketing or PR companies, etc.)
- Besides "ASAP", do you have a specific time line requirement we need to accommodate?

LIKE AND DISLIKE QUESTIONS:

- Are there any specific colors you would like incorporated in your web site? Any that you want to avoid? (*Be as specific as you can*)
- What 3 adjectives would you want visitors looking at your web site to either think or feel when they first see your web site?
- Will your website carry the overall look and feel you have from your existing marketing materials (if applicable)?
- What logos, graphics, photos, designs, etc. are you going to be featuring on the web site? Will you be able to provide them before the project starts?

PURPOSE AND OUTCOME QUESTIONS:

- Why are you having this web site designed?
- What are you hoping to gain from having this web site designed?
- How will you measure the success of your new web site?
- What do you want people to do after they've visited your web site?

WHAT SPECIFIC WEB PAGES DO YOU WANT ON YOUR WEB SITE?

- Products/services
- About the company
- About the staff/bios
- Photo gallery
- Links
- In the news
- Contact us
- Other...

WHAT FUNCTIONALITY AND OR BELLS AND WHISTLES DO YOU WANT FOR YOUR WEB SITE?

- SEO (search engine optimization)
- Email or newsletter list sign up
- Autoresponder
- Content Management System (CMS)
- Photo gallery
- Blog
- Other...

UPDATES AND MAINTENANCE:

- How often would you guess you be updating your web site?
- Would you like us to do that for you? Would you be interested in a maintenance package?
- What sections on your site do you see needing updated?
- Are the updates time sensitive? If so, how quickly must they be made?

Specific Web Page Questions:

- What is the purpose of this page, why is it on the web site? What does it do?
- What do you want people to think after they've read this page?
- What do you want people to do after they've read this page?
- What is the value that visitors will get out of reading this page (information, advice, expertise, view photos, learn what not to do, learn how to solve their problems, save money, make money, save time, make them look better, make them feel better, help them avoid mistakes, etc...)
- Why would someone want to click on this web page, and what could they expect to learn after reading it?
- What is the one thing we want to get across to people on this page? What is the main point? What are some points that aren't as important but still need to be in there?
- If this web page were a newspaper article, what headline would you give it to get people to read?
- Who would be visiting this web page? What would be important for them to know about this topic? What would concern them about this topic? What would save them time, money or hassle concerning this topic – how can you help them do that?
- What information would they be looking for on this page? What would they be looking to learn?
- What are your competitors saying about this topic? What don't they understand about it?
- What are some of the biggest challenges your clients have with this topic?
- What are some of the biggest misconceptions your clients have about this topic?
- What else might they want to check out after looking at this web page?
- What can you tell clients that would be helpful about this topic that they might not know already?