



# CLIENT QUESTIONNAIRE

*Please send back your answers as early as possible. Completing this questionnaire means you agree to the project terms.*

Company/Organization		Phone number(s):	
Business tagline		Website URL*	
Name of contact:		Hosting company*	
Email address:		*if applicable	

Do you have a logo or any other marketing materials (eg, advertisements, brochure, etc)? If so, please send with this file.

Is the contact person listed above the final decision maker? How many people are involved in making final decisions?

What type of products or services do you offer?

Who is your target audience? (Describe the demographic)

Who are your competitors (name and website URL)?

What distinguishes you from your competitors?

Do you have any preferred colors or colors to stay away from?

Do you have a specialized product or service that cannot use stock photography?  
(ie, caterer, party planner) If yes, do you have custom photography or do you plan to invest in it?

Please show 3 examples of websites that you like and explain why.  
(A good place to look for design inspiration is <http://www.webdesign-inspiration.com/> )

What type of designs do you dislike? Why? (please show 3 examples)

Adjectives: Please provide some adjectives that describe what you hope to communicate with your website  
(e.g. professional, innovative, friendly, exciting, etc.)

Trends: Do you want the website to feel more traditional and familiar or to have a unique design?

Which pages would you like on your website? (Up to 5 pages are included in the free design offer. If you require additional pages, please list them separately and we will assess if they can be included, or if they will require an additional, minimal fee for the student to create with you after the main site is completed.)

Do you already have content for any of these pages, or do you need to write it?

Any additional information that we may find useful?