

# Website Development Questionnaire

## Client Information

Business Name:

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Your Name & Role:

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Email Address:

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Phone Number:

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Business Address (if applicable):

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Preferred method of contact (Email, Phone, Text, etc.):

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## About Your Business

Describe your business in a few sentences:

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What products or services do you offer?

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Who is your target audience? (age, gender, location, interests, etc.):

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Who are your main competitors? (list URLs if possible):

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What sets your business apart from competitors?

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## Website Goals & Purpose

# Website Development Questionnaire

What is the main goal of your website? (Check all that apply: Provide business information, Showcase portfolio, Generate leads, Sell products/services, Blog/Publish articles, Customer support, Other)

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What specific actions do you want users to take on the site?

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Do you need help with branding (logo, color palette, fonts, etc.)?

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## Design Preferences

Do you have an existing website? If yes, please share the URL:

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Are there websites you like? Please list 2-3 examples and explain what you like about them:

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Do you have specific brand colors, logos, or style guides to follow?

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Describe the look and feel you want (e.g., minimal, corporate, playful, dark, bold, etc.):

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Do you have professional photography or will you need stock images?

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## Content & Pages

What main pages do you want on the website?

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Will you be providing the content (text, images, videos)?

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Will your website need a blog or news section?

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# Website Development Questionnaire

Do you need any downloadable resources or forms (PDFs, applications, etc.)?

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## Functionality & Features

Which features do you need? (Check all that apply: Contact form, Newsletter signup, Booking/scheduling system, Online store, Payment integration, Social media feeds, Live chat, Member login, Search functionality, Other)

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Do you need help setting up a domain and hosting?

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Will your site require multilingual support?

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Will your site need ongoing maintenance after launch?

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## Marketing & SEO

Do you already have a Google Business profile?

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Do you want help with SEO (Search Engine Optimization)?

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Will you be running ads (Google Ads, Facebook, etc.)?

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## Timeline & Budget

What is your desired website launch date?

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Do you have a budget range in mind?

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# Website Development Questionnaire

Are there any hard deadlines or event dates the site must be live by?

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## Final Thoughts

Is there anything else you'd like to share or ask about?

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How involved would you like to be during the development process? (Very involved, Moderate, Hands-off)

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