

New Client Questionnaire – Part I

Company Info

- Company Name:
- Corporate Address:
- City: State: Zip:
- Phone: Fax:
- Other:
- Additional Locations:

- Primary Company Contact:
 - Title:
 - eMail:
 - Phone:
- Secondary Company Contact:
 - Title:
 - eMail:
 - Phone:

- How did you find us? (Referred by):

Background Info:

- Years in Business: Date Established:
- Average Annual Revenue:
- Current Offering (Product & Services):

- Company Description:

Current Website Information

- Do you currently have a live website?
- Domain Name:
- What Domain Company do you use?
- Where is it hosted?
- Who is/was the previous web developer?

- Define the main purpose of your website? (ie: credibility, ecommerce, service clients, etc.)

- Do you have access to the current files of content? (Yes / No)
- Do you have access to your current logo's artwork? (Yes / No)
- Are you seeking a NEW Logo and/or brand development?

- Why are you seeking out our services?

- What are wanting to add or change on your company website?

- Is there a particular deadline you need to meet ... if so ... when?

- Is there any budgetary restrictions on this project?

NEW Website Information

- What Domain Name do you want to register?
- If Registered: What Domain Registration company did you use?
 - User
 - Password
- Project Budget Range:
- Project Overall Deadline:
- Key Project Milestone & Deadlines:
 - Milestone: Date:
 - Milestone: Date:
 - Milestone: Date:
 - Milestone: Date:
- Website Primary Function & Purpose:

- Are you seeking a NEW Logo and/or brand development? (Yes / No)
- Logo Available: (Yes / No)
- Contact for gathering Brand elements (Logo, Art, Image files)
 - Name
 - Phone:
 - Email:
- Key Competitors:

- Key Words: (What words do you see potential clients using to find you?)

- List Sample Websites URLs:

- Primary & Secondary (Submenu) Pages: (Check ones you need)
 - Home
 - About
 - Products & Services
 - Quote Requests
 - eCommerce Store
 - Client Only Access Point
 - FAQs
 - Membership
 - Portfolio/Case Studies
 - Blog
 - Contact & Form
 - Support
 - Resources
 - Media
 - Other:
 - Other:
 - Other:
 - Other:

- Media Needed
 - Still Images (Stock)
 - Video
 - Animated Artwork
 - Slide Shows
 - Downloadable Content

- **Do you have your web content Ready? (Yes / No)**
- **Do you have your website Images selected and available? (Yes / No)**
- Contact for gathering website content and images:
 - Name
 - Phone:
 - Email:

- Other Potential Deliverable:
 - Name & Messaging Generation
 - Brand Standards & Guidelines Development
 - Logo & Basic Corporate Package (Business Card, Letterhead, Envelop)
 - Signage, Brochures, Menus, etc.
 - Location Branded Décor
 - Merchandising
 - Product Packaging
 - Specific Ads & One Sheets
 - Website Development
 - Marketing & Social Media Campaign Strategy
 - Other