Web design questionnaire

Answer what you can. Skip anything you're not sure about; we'll cover it on a call.

Client name: _____ Date: _____

Never write passwords on this form.
We'll send you an invite for any account we need.

A. You and the project

1. Business or organisation name, and your current website address (if any)

2. In one or two sentences, what does your business do?

3. Is this a new website or a redesign?

☐ New site ☐ Redesign ☐ Not sure

4. Why now? What prompted the project?

5. Who is the main contact, and who else has a say in decisions?

B. Goals and audience

6. What are the top three things the new site must do? (for example: bring in quote requests, take bookings, answer common questions)

7. How will you know the site is working six months after launch?

8. Who are your main customers or visitors?

9. What do they most need to find or do on the site?

10. Name two or three competitors. What do you like or dislike about their sites?

11. What should a visitor do first when they land on the home page?

C. Pages, features and content

12. Which pages do you need?

☐ Home ☐ About ☐ Services ☐ Pricing ☐ Portfolio or case studies ☐ Blog ☐ Contact ☐ FAQ ☐ Careers ☐ Other

13. Which features do you need?

☐ Contact form ☐ Quote request form ☐ Booking or scheduling ☐ Newsletter sign-up ☐ Online payments ☐ Blog ☐ Search ☐ More than one language ☐ Member or client login ☐ Other

14. If you need payments or bookings, what are they for?

15. Roughly how many pages, products or posts will the site launch with?

16. Who will write the words for each page?

☐ We will ☐ You will ☐ A mix ☐ Not sure

17. Do you have a logo, photos or video ready, or do they need to be made?

18. What content from your current site should move across?

19. Which tools must the site connect to? (for example email marketing, a CRM, a booking tool, analytics)

D. Look and feel

20. Do you have brand guidelines (logo, colours, fonts)? Please attach them.

21. Share links to two or three sites you like, and say what you like about each.

22. Any sites, colours or styles you don't want?

23. Three words that describe how the site should feel

24. Does your audience or sector expect any accessibility standard, or need larger text, captions or other help?

E. Domain, hosting and access

25. Do you own a domain name? Which company is it registered with, and who has the login?

26. Where is the current site hosted, and who manages it?

27. Which content management system do you use or prefer, if any?

28. Who should get admin access after launch? (We'll send an invite. Never share passwords on this form.)

29. Who will look after updates and backups after launch?

F. Budget, timeline and sign-off

30. What budget range have you set aside?

☐ Under $2,000 ☐ $2,000 to $5,000 ☐ $5,000 to $10,000 ☐ $10,000 to $25,000 ☐ $25,000+ ☐ Not sure yet

31. Is there a fixed launch date? What's driving it?

32. Who signs off the design and the finished site?

33. How do you prefer to give feedback?

☐ Calls ☐ Email ☐ Comments on a preview link ☐ A mix

34. Do you want ongoing support or maintenance after launch?

35. Anything else we should know before we quote?

Thank you. We'll read your answers before our call and send a quote after it. Find the free scope worksheet that goes with this questionnaire at https://hornetforms.com/blog/web-design-questionnaire