



Website Design Worksheet & Questionnaire

CONTACT INFORMATION:

Business Name: _____

Contact Person: _____

Email Address: _____

Phone Number: _____

Billing Address: _____

Preferred

Contact: EMAIL PHONE BOTH (choose/highlight one)

Referred? YES NO By: _____

Mailing Address: _____

Please be as detailed as possible when filling out this questionnaire. The more information you provide now, the faster you can receive an accurate quote for the cost of your website design.

GENERAL BUSINESS QUESTIONS:

Briefly describe your business services or products.

Please specify your project deadline:

Who is your target audience (target market)?

Do you have a set of branding (logo) guidelines I can use? (Sometimes these are referred to as a "StyleGuide", they will typically include logo colors and font names.) **If not, please provide details regarding your desired logo design.**

YOUR CURRENT WEBSITE:

(if you do not currently have a website, please skip to the "Your New Website" questions)

What is the domain or website address (URL) of your current site?

What are the shortcomings of your current website (what about it do you dislike)?

Will any of your current content be used for the new website? If so, which pages/sections?

Are you satisfied with your current website hosting company?

(after completing these questions, skip the first three questions below)

YOUR NEW WEBSITE:

What is the domain of the new website?

Have you purchased the domain?

Have you purchased hosting for the domain?

What are the main goals your new website should achieve?

(for example: communication, presentation or sale of products/services, lead generation, etc.)

Do you have a specific color scheme in mind for your site? If so, provide examples or color codes. Or if you want, just general color names (i.e., purple, green, etc.).

List some website URLs of sites you find appealing, and tell me what about them is appealing to you. Keep in mind these do not have to be in the same genre as your own site, they just give me an idea of your preferences.

List your main competitors' websites (URL) as well as likes and dislikes about them?

How would you like your users to perceive your website?

(for example: friendly, powerful, cheerful, exciting, simple, informative, whimsical, etc.)

Who is in charge of producing/editing your website's content?

Do you already have a website structure and content in mind, or will you require help in this area as well?

What other type of material do you want to be present on the new website (photos, videos, graphics, buttons, call-to-action, etc.)? Will you provide it or do you need production services as well?

NEW WEBSITE LAYOUT:

It has been my experience that a website's home page is an area that's used to showcase the entire site's content. In most cases it will be your "landing page" or the first page your visitors "land" on when they come to your site. With that in mind, we'll save the design of your home page for last.

BASIC ELEMENTS:

Your website will have some basic elements that make your site easier to navigate and understand. Those are:

Main Navigation – This is basically a roadmap to the sections of your website. It can be across the header area with drop downs (if needed), or it can be in the sidebar (with sections if needed).

Where would you prefer your main navigation be?

_____ **Header** _____ **Sidebar**

The Header – which contains your logo and your tagline (or slogan) You can also add:

_____ Social Media Links (Icons)	_____ Site Search Box
_____ Phone Number	_____ Ad Space
_____ Shopping Cart Links	_____ Credit Card Icons

Check any of the items above that you feel you might like to add to your site.

The Footer – Your website’s footer can be basic and only contain the necessary elements: top level navigation, copyright statement, and design statement. You may also choose to use your footer area for more information by enlarging it and adding columns/sections. Some other footer options are:

- | | |
|--|-------------------------------------|
| <input type="checkbox"/> A list of Blog Categories | <input type="checkbox"/> A calendar |
| <input type="checkbox"/> Contact information or Form | <input type="checkbox"/> Ad Space |
| <input type="checkbox"/> Social Media | |

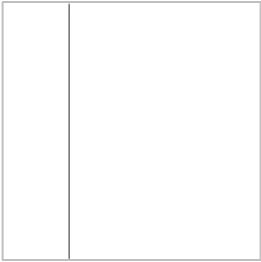
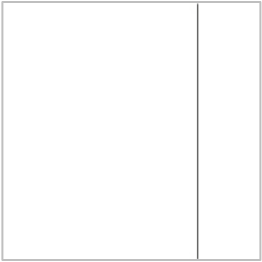
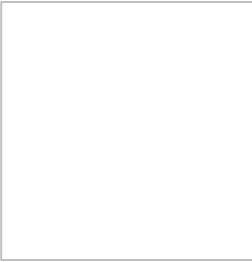
Check any of the items above that you feel you might like to add to your site.

Interior Pages – Your site’s interior pages have two basic sections: content and sidebar. How you choose to organize these pages should be based on what is most important for your visitors. The left side historically gets read first.

If you’ve chosen to place your main site navigation in the header, you will want to put your content on the left side of the interior pages. If your main navigation will be in the sidebar, it should stay consistent throughout the site and be on the left of the page (with your content on the right).

You may also choose to have no sidebar, if you don’t expect to have any content for one.

Choose your interior page layout:

<input type="checkbox"/> 	<input type="checkbox"/> 	<input type="checkbox"/> 
Left Sidebar	Right Sidebar	No Sidebar

Sidebar Content (check any you’d like to add):

- | | | |
|--|--|-------------------------------------|
| <input type="checkbox"/> A list of Blog Categories | <input type="checkbox"/> A calendar | <input type="checkbox"/> Video |
| <input type="checkbox"/> Contact information or Form | <input type="checkbox"/> Ad Space | <input type="checkbox"/> Photos |
| <input type="checkbox"/> Social Media | <input type="checkbox"/> Site Search Box | <input type="checkbox"/> Optin Form |

Do you wish to keep the blog functionality of WordPress and maybe use it for a Blog, Press Release, Articles, or News section? (if yes, highlight or underline your preference)

Home Page – Now that we've finished your basic website layout – let's decide on what the home page will look like. The only part of your home page that is absolutely necessary is a one paragraph welcome/introduction statement. This statement is important to your site's SEO (Search Engine Optimization), and so should contain your top keywords—however it should still be written as a nice introduction to your business.

Attractive photos of your products or your building, or even royalty free photos depicting your services can help draw your visitors in.

Some elements that can enhance your home page are:

- Slideshow linking to sections of your site**
- Icons for highlighted areas of your site**
- Video(s)**
- Recent Blog Posts**
- Featured Products**
- Announcements**
- Local Weather**
- Upcoming Events**
- Photo Gallery**

Check any of the items above that you feel you might like to add to your site.

List any pages you anticipate your site will need (ex: Contact, About, Services, Products, FAQ, etc.):

Will your website need any special functionality, like a photo gallery, calendar, mailing list (optin), forms, multi-language, secured login area, shopping cart, etc?

I always advise my clients what plugins they should use, based on what their needs are. Still, is there any particular plugin that you would like to use?

SOCIAL MEDIA

Have you set up any social media accounts for your business?

Please provide the links (URLs) to your Social Media accounts:

Twitter:
Facebook:
LinkedIn:
YouTube:
Google+:
Pinterest:
Others:

Twitter, Facebook, and YouTube allow for special design of your page. Are you interested in having graphics designed to make those pages match your website?

ANYTHING ELSE?

While I did my best to cover all aspects of a project, I realize every project is different. So in case there is anything else I should know, feel free to write it down.

When you have completed this form, please return it to us in one of three ways:

- 1) Mail it to us at: Nola Cooper Designs, 108 Fontanelle Drive, Mooresville, NC 28115
- 2) Email it to us at: design@nolacooper.com
- 3) Fax it to 888-770-0082