Client Questionnaire for New Website Project

Section 1: Basic Information
What is the name of your business or organization?
Can you share a brief description of what your business does? (e.g., industry, products/services, mission, values)
Who is your target audience or customer base?
What are your current pain points or challenges with your website (if you already have one)?

Section 2: Website Goals and Vision
What is your primary goal for this website? (e.g., drive sales, generate leads, showcase portfolio, build brand awareness, etc.)
What do you hope to achieve in the next 6–12 months?
How would you describe your brand's personality or tone? (e.g., professional, fun, minimalist, bold, trustworthy)
Do you have a specific aesthetic or design style in mind? (e.g., modern, retro, minimalist, vibrant, etc.)
Are there any competitors you want to differentiate from?
What makes your business unique or special? (e.g., story, innovation, customer experience, etc.)

Section 3: Project Scope and Requirements
What specific features or functions do you want on your website? (e.g., e-commerce, contact forms, blog, video integration, etc.)
Are there any platforms or tools you want to integrate? (e.g., WordPress, Shopify, CRM, social media, analytics tools)
Do you have a preferred content management system (CMS)?
What is your timeline for launching the website? (e.g., "We want it done by Q1 2026" or "We're open to a phased approach")
Are there any specific technologies or frameworks you'd like us to use? (e.g., WordPress, Canva, custom animations, etc.)

Section 4: Budget and Expectations
What is your estimated budget for this project?
Are you open to a fixed-price project or a retainer-based model?
What are your priorities when it comes to cost vs. quality? (e.g., "We want the best possible outcome, even if it costs more," or "We're looking for a budget-friendly solution")
Do you have any specific deliverables you expect (e.g., source files, hosting setup, SEO optimization)?

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Section 5: Preferences and Collaboration Style
How do you prefer to communicate? (e.g., email, Zoom, in-person meetings, phone calls)
What is your preferred approach to feedback and revisions? (e.g., "We want to review drafts weekly," or "We'll provide feedback after the design is finalized")
What are your expectations for post-launch support? (e.g., maintenance, updates, training, or ongoing optimization)

Section 6: Additional Insights
Can you share any examples of websites you admire or have inspired your design choices?
What are your biggest concerns about this project?
Do you have any specific success metrics you'd like to track? (e.g., "We want to increase sales by 20% in the first month," or "We need to improve user engagement")
Are there any additional notes or requirements you'd like to include?

Next Steps
Once we've completed this questionnaire, we'll schedule a call or meeting to dive deeper into your needs and discuss how we can collaborate to create a website that aligns with your vision.