

Website Planning Questionnaire

General: Client's Contact Information

- Name: _____
- Email address: _____
- Preferable telephone # to contact [Cell phone | home | business:

- Best time to contact you: morning | afternoon | evening | weekend:

General Business Information

- Name of the business: _____
- Slogan or Tagline: _____
- Business address: Street _____ City _____
State/Country _____ Zip code _____
- What type of business do you run? (Check all that apply.)
- Physical Store _____
- Online Store _____
- Offline Services _____
- Online Services _____
- Business phone number: _____
- Toll free phone number: _____
- Fax number: _____
- Service area (towns or neighborhoods served)
- Payment methods you accept (cash, _____ check, _____ Visa etc.): _____
- Hours of operation
- Sunday - open from _____ to _____
- Monday - open from _____ to _____
- Tuesday - open from _____ to _____
- Wednesday - open from _____ to _____
- Thursday - open from _____ to _____
- Friday - open from _____ to _____
- Saturday - open from _____ to _____
- 24/7
- Do you want to display hours of operation on your site or online? Yes / No

- Languages spoken:
- Year company/organization established:
- Brands offered (list the product/brands the business sells):
- Products & services provided:
- If relevant, what are your credentials? What kind of training do you have?
- How do your customers / clients currently find you?

Current Online Presence

- Do you currently own a website? Yes ___ / No ___
- If yes, its domain is: _____
- What do you like _____ /
dislike about your current website? _____
- What do others like _____ /
dislike about your current website? _____
- Is there anything from your current website that you want to include in your new one? _____

Social Channels

- Facebook - Yes ___ / No ___ / If yes, Put on here: Your Name on your Facebook or Your like _____
- Twitter - Yes ___ / No ___ / If yes, Put on here: Your Name on your Twitter or Your like _____
- YouTube - Yes ___ / No ___ / If yes, Put on here: Your Name on your YouTube or Your like _____
- Google + - Yes ___ / No ___ / If yes, Put on here: Your Name on your Google + or Your like _____
- Pinterest - Yes ___ / No ___ / If yes, Put on here: Your Name on your Pinterest or Your like _____
- Instagram - Yes ___ / No ___ / If yes, Put on here: Your Name on your Instagram or Your like _____
- LinkedIn - Yes ___ / No ___ / If yes, Put on here: Your Name on your LinkedIn or Your like _____
- Tumblr - Yes ___ / No ___ / If yes, Put on here: Your Name on your Tumblr or Your like _____
- Other _____
- Who updates your social media? _____
- How often? _____

Online Directories

- Yelp! - Yes / No / Yes, but not claimed
- Yellow Pages - Yes / No / Yes, but not claimed
- Merchant Circle - Yes / No / Yes, but not claimed
- Other _____

New Website's Goals and Needs

- What are the main goals for your website? (Check all that apply.)
 - I want potential clients to be able to find my business online

 - I want to get phone calls from potential clients

 - I want to get my name out and establish myself as an expert in my field

 - I want to attract visitors to my physical location

 - I want to sell my products and services online

 - I want to build a community around my brand
- Other _____
 - Who is the target audience of your website? _____
 - Tell me a bit about your clientele. _____
 - What do you want people to do after they visit your website? _____
 - Do you keep a blog? Yes ___/ No ___/ Used to, but not anymore ___
 - Will you need to update the site on a regular basis? If so, how often and with what _____
kind of content? _____
 - Will you be selling items/services on the site? If so, please explain and list the _____
approximate number of items if applicable. _____
 - How do you hope this website will improve your company/business? _____
 - Where do you see your business in 2 years? 5 years? _____
 - Is there a deadline for this project? _____

New Website's Look and Feel

- Is there any color scheme you need/want for your new website? _____
- Do you have a logo? If so, send the file. _____
- Please list other companies/websites similar to you. Explain what you like/don't like about their sites. _____
- What is the general look/feel/style that you want for your new site? _____

Gap Analysis

- Have you ever advertised for your business? Yes ___/ No ___
- If yes, what kind of advertisement did you use? (Check all that apply.)

- Newspaper
- Radio
- AdWords
- Pamphlets/Brochures Radio
- Street signs
- Email marketing campaign

• Other _____

**** Ask the business owner to give you any and all relevant materials. (paper and digital)**

This will be very valuable when you perform their gap analysis.

• Please provide images of your business and staff.

Note: If you don't have professional photos, I recommend taking the following photos if relevant:

- Storefront
- Business interior, when it's clean and organized
- Your business with clientele inside
- Staff photo (showing happy people!)
- Photos that capture the atmosphere of your business
- Photos of your products and services
- If you're building an online store, photos of all your products.
- Is there any material that you want to include in your new website that isn't ready yet (i.e. testimonials, videos, photos etc.)? Yes ___/ No ___/ Not sure ___
- Do you already have email set up? If so, with who? If not, how many addresses do you need? ___

I need use name/passwords and sign in information for the following. (if relevant) _____

Business email (if relevant) _____

• Email hosting. _____

• Wix account. _____

• Domain/Current website hosting (If you have another site) _____

• Gmail account if you have one _____

• Merchant _____
account(s) _____

• Social media accounts (if relevant) _____

Content Planning Checklist

- This is a basic outline of our Website Content Strategy class.
- Use this checklist to make sure you're "following protocol" and not forgetting anything.

✓ Step 1: Understanding Your Client's Goals

- Client Questionnaire: Use our questionnaire when you interview your client. Take a few minutes before the interview to remove irrelevant questions or to add any questions you feel would be helpful.

✓ Step 2: Define Website Type & Goals

Once your client has filled out the questionnaire and you've had a chance to discuss it, you should be able to determine the following:

The website's business goal (e.g, selling products or services)

- The appropriate website type (e.g, eCommerce, service provider)
- The website's visitor goal (e.g, purchase products or get services)
- The website's main Call To Action (e.g, shop, request a quote or claim coupon)

✓ Step 3: Sketch a Basic Sitemap

- Sitemaps (also known as "wireframes") are basic maps of a website's layout and page structure.

- The Sitemap is meant to provide a barebones layout of the site, so you can determine what content goes where and how it all fits together.
- The most important thing to get out of a sitemap is to have you and your client agree on (1) the number of pages the site will have, and (2) to show how a user should ideally flow through the site.

- Create the business's sitemap and confirm it with your client.

✓ Step 4: Creating Awesome Content

- Identify the business's audience so you can create content with them in mind.
- Determine the top-level messaging for the website.
- Create a content inventory. You can use our suggested template.
- Conduct Gap Analysis based on your content inventory and sitemap.
- Determine with your client who is responsible for producing all pieces of content.

✓ Step 5: Choosing the Right Wix Template

- Choose a Wix template for the website, keeping in mind:
 - Industry & Niche
 - Functional Elements
 - User Experience
 - Design

✓ Step 6: Add Your Content & Edit The Site

- Here are some tips for the actual design process:
 - Stay Consistent:
 - Use consistent messaging, voice and design across all forms of content.
 - Stick to a consistent color palette throughout the site.

- ❑ Don't use more than 2-3 fonts throughout the site.
- ❑ Don't vary your page layouts too much.
- ❑ Use the same background throughout the site.
- ❑ Focus on the User:
- ❑ Make it as easy as possible for visitors to navigate between pages.
- ❑ Place the menu on top of the site.
- ❑ Link the business logo on the website's header to the site's homepage.
- ❑ Make sure the website's navigation is simple and not distracting.
- ❑ Have Fun!

✓ Step 7: Make the Site Easy to Find in Google

- ❑ Write a clear Titles and Descriptions for each pages.
- ❑ Make a list of 2-3 search terms likely to be used by someone searching for the client's products or services.
- ❑ Keep the content fresh.
- ❑ Use clear labels for all menu buttons and links.
- ❑ Make sure your content is easy to read and understand, and written for users to enjoy.
- ❑ Avoid fluff and filler content.