



Website Design Client Questionnaire

The intention of this checklist is to establish a common understanding of the website you want and the steps involved in achieving this. Don't worry if you don't know the answer to all the questions, but the more information you are able to give the better.

1. What is your business's name?

Your business name is important when considering domain names. It helps with SEO if your business name contains keywords related to your trade/business.

2. Please briefly describe your business, what services you offer, how and where you operate and who your customers are.

We need to know about your business to build a website for it. Each service you offer will typically have its own page(s) on your website. It is also helpful to know what your unique selling points are and why potential customers should choose you over your competitors.

3. Describe how you currently advertise/attract new customers.

A new website is a fantastic advertising tool in its self but it will also compliment and be complimented by any other advertising you do. Understanding your current advertising will help us know where we are pitching your website.



4. Do you have a logo and/or established image and branding guidelines e.g. fonts, colour schemes etc.?

A consistent image is important for a business. If you already have a logo and style then these will inform the design of your website. If you do not then they will need to be designed as part of the web design process.

5. Please list your top 2 competitors (and their websites if applicable)

With knowledge of your competitors and their websites we can identify niches in the market for your website to exploit and ensure that where it does compete head-to-head it has the advantage.

6. What products or services do they offer and how do they compare to yours?

7. What is your competitive edge? (List at least three reasons why you are a good business choice.)



8. What is your deadline for getting the new website live?

This gives us a target to work towards and helps us prioritise our work.

9. If you were looking for your business in a search engine (e.g. Google) what words/phrases would you search for?

Identifying the right key words and phrases is important as these will form the basis of the search engine optimisation of your website. We use SEO to get your site to come up near the top of the search results for your chosen keywords to help your customers find your website. Let us know the most important words and phrases (in order).



10. Do you have a domain name in mind or already registered?

A domain name is important for a number of reasons. It should be short, memorable and both easy to type and say. It should also be relevant to your business name and the services you offer.

Many of our clients already have a domain name registered, but for those who don't, OOWEBOO Web Engineers offer a domain name research and registration service to help you secure the best domain for your website.

11. Please list 5 websites that you like (or would like your website to look something like).

It is helpful to know what sort of websites you like and what you like about them so that we can ensure that we design you a website that you will also like.

12. Are you able to provide us with high quality images to be used on your website and do you have permission to use these images?

The more fantastic images of your business and the services it provides the better from a web design point of view. These images need to be high quality to get the best out of them on your website.



13. Do you want to include any links/feeds from social networking sites?

Social Networking is an important way of generating interest in your business, connecting with its customers and driving traffic to your website. Having a feed on your website can act as a news stream and link website visitors with a way to get in touch.

14. Do you want us to setup any social networking pages for you?

OOWEBOO Web Engineers offer a complete social media design service for Facebook and Twitter. We get your pages setup and ready to go so that you can concentrate on dealing with all the new customers you will have.

15. Please detail anything that you specifically do not want to have on your website.

This can help ensure we only design what you want for your website.



16. How often will your site be updated and do you need to be able to make frequent updates yourself?

Our websites are designed with a Content Management System (CMS) to allow authorised users a secure way of adding and updating content with no web design knowledge.

17. Do you have (or wish to organise) you own website hosting?

OOWEBOO Web Engineers offer affordable web hosting packages with dedicated hosting servers in South Africa

18. Please list any email addresses you want us to setup with your website and indicate which one(s) to publish on the website and use for any contact forms etc.