

## **Website - Client Interview Form**

In order to effectively design and build a website that will meet your expectations and goals, we ask that you to take some time to fill out the questions below. We will use these answers to assess your website and marketing needs. If you think of anything else to contribute to this fact-gathering assignment, please feel free to include it at the end. We look forward to working with you.

### **Contact Info**

Name:

Company Name:

Phone:

Address:

Email:

### **Domain Names and Hosting**

**Please circle one:** I need a new website, redesign of an existing one, updates to an existing website

**If you need a new website...**

Do you have a registered domain name? YES/NO (e.g., www.mywebsite.com) If yes, what is the domain?

1.

2.

3.

If you need a domain name(s), please suggest 3 possibilities:

1.

2.

3.

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### **If you have an existing website...**

What is the URL? (e.g., [www.mywebsite.com](http://www.mywebsite.com)) Are there other domain names that you own?

1.

2.

3.

Who is currently administrating the site?

What is the user name and password to manage the hosting? What company do you use?

What is user name and password to manage the domain name(s)? What company do you use?

What is it that you like **MOST** about your existing website?

What is it that you like **LEAST** about your existing website?

### **General Info**

Please describe your business:

What is the primary purpose of your website (e.g., contact info, showcase products)?

Who is the target audience for your website?

How often will your website need updating by wcpDesign?

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What is your budget?

Will there be different phases of your website?

Do you have a target date for completion?

### Website Graphics and Design

**Please bring any existing LOGOS**, business cards, brochures or other marketing material that you would like to incorporate into your website to our meeting. If you have any of this in digital form, please put it on a CD for us to keep.

If you **DO NOT** have a Logo or other pre-existing marketing material, are you planning to have wcpDesign.com or another service design one? YES/NO

Please list specific **COLORS** that you would like us to USE on your website?

Please list specific **COLORS** that you would like us to AVOID on your website?

Please list specific **FONTS** that you would like us to USE on your website?

Please list specific **FONTS** that you would like us to AVOID on your website?

List three (3) competitor websites and what you LIKE and DISLIKE about them

1.

2.

3.

List three (3) non-competitor websites that you LIKE with comments about the specific features that you like

1.

2.

3.

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Is there anything that you DISLIKE in a website that we should know about?

### Website Navigation, Links and Pages

Please list the names of the links and pages that you will need. Examples are: Home, Services, Products, Locations, and Contact Us.

Do you have a preference of horizontal or vertical navigation?

### WEBSITE CONTENT

**Content can be written material, graphics, and/or photographs.**

Do you plan on providing the various kinds of content for your site to wcpDesign? YES/NO

If so, is it available in digital form (can be put on CD or emailed)? YES/NO

**Please circle all that apply:** I would like wcpDesign to write content, provide graphics, take photos

**Please circle all that apply:** I have a tagline, mission statement or company photos that I would like to use

Keywords are words that we plug into the code of your website to help search engines find your site. Although we do not need them at our first meeting, it will be helpful for us to discuss this aspect of your website. We will be asking you to submit a list of relevant keywords once we are under way.

Thank you for the opportunity to provide you with a Clean, Refreshing and Affordable solution to your website needs. Please use the space below to provide us with any other information that might be useful.