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**Website Design and Development Questionnaire**

**Business Details:**

1. **Company name and website address:** (web address if you currently have a website)

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| --- |
| **ANSWER:** |

1. **Describe your business type and services this website will be used for:** (i.e. distributor, supplier, decorator or an association and services like promotional products, apparel, company stores etc.)

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| **ANSWER:** |

1. **What’s unique about your business and services?** (What sets you apart from your competitors?)

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| **ANSWER:** |

1. **What are a few of your competitor’s websites URLs?** (What do you like/dislike about your competitors’ websites.)

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| **ANSWER:** |

**Background:**

1. **Do you want to improve an existing website, or create a new website from scratch?** (Define the scope of the project)

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| **ANSWER:** |

1. **What are some examples of websites that you like the look/design of?** (List a few websites you like design wise and detail what you like?)

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| **ANSWER:** |

1. **What do you like and dislike about your current website?** (What’s working and what’s not working)

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| **ANSWER:** |

1. **What new features would you like your new website to have?** (New features/functionality you need in your new website)

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| **ANSWER:** |

1. **Do you want to sell products online or want to only showcase them?** (Need an ecommerce website or a catalog/content-based website)

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| **ANSWER:** |

1. **Do you have the content and images ready to provide for your website?** (Provide content and product/services images OR mention find from iStock for images\*)

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| **ANSWER:** |

**Design Preferences:**

1. **A - Have a logo? OR B - Need a new logo? OR C - Set a temporary logo?**  
   (If option A. Please provide logo file. If original AI, EPS, PNG file, please provide it)  
   (If option B. We will provide another logo design questionnaire and will quote for this service)  
   (If option C. We will set a text logo (Company Name)

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| **ANSWER:** |

1. **What elements should be incorporated into your homepage design?** (i.e. Basic intro text, about, services, testimonials, clients, blog, gallery, social media etc.)

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| **ANSWER:** |

1. **What are the elements you’d like to carry over to the new design from your current website?** (i.e. text, images, any design elements etc.)

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| **ANSWER:** |

1. **What are your colors preferences?** (i.e. Your preferred choice of colors OR You can give reference website for the colors)

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| **ANSWER:** |

1. **Navigation menu, sub-menu details:** (Website navigation i.e. Home/About/Services/Contact etc. and what pages do you need on your website?

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| **ANSWER:** |

**Technology Preferences:**

1. **Do you know what website platform you want to use for your website?** (Technology platform preference like Shopify, Magento, WordPress, WooCommerce etc.)

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| **ANSWER:** |

1. **Do you currently have hosting set up?** (If yes, we’d need hosting and control panel details at time of launching new website. If no, we can suggest some hosting options)

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| **ANSWER:** |

**Kick-off Details:**

1. **When you’d you like to launch?** (Proposed project start-date)

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| **ANSWER:** |

1. **What’s your budget?** (Your estimated budget)

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| **ANSWER:** |

**That's it.**

**Thanks for your help. We'll review this information and get back to you with project proposal.**