

Please fill out the following questions as comprehensively and honestly as you can.

Your answers will be immensely helpful to me during the design process, resulting in a final product that truly meets your needs. If you have any questions of your own, don't hesitate to get in touch!

YOUR IDENTITY

Tell me about your company/project/yourself.

Include the full name you want to use on the site, your mission/tagline (if you have one), and anything else you think I should know about you.

Do you have any existing branding you want to incorporate into the website design?

This could include a colour palette, logo, fonts, print material, ads, etc. Feel free to send me any relevant documents/images related to this as well.

Do you have a colour scheme in mind?

If there are any colours you absolutely do not want me to use, mention those too!

Do you have a font preference?

There is a huge range of fonts available for use on the web, but some cost more to license than others. If there are any particular font families or styles of fonts you like, I can narrow down the selection. It can even be useful to know whether you generally prefer serif fonts (with the little feet) or sans-serif (like this one, without the little feet).

Who is your target audience?

Describe their age, interests, industry – anything relevant to the design of the site.

Tell me about your competitors.

What do you do differently? Is there a specific selling point that sets you apart from them?

YOUR WEBSITE

What are your goals for this website?

These could include selling a product, connecting more directly with customers, presenting your company's personality in a certain way, advertising upcoming events, etc.

What result would make you consider this project a success? Do you have a way to quantify or measure this result?

You've listed your goals for this project; now consider how you'll know when those goals have been met. Measurable results are the best way for both of us to stay on track.

If this is a redesign of an existing site, what are the main problems with your current website that you'd like this redesign to address?

For example: a more professional look, a clearer call-to-action, making your services section more prominent, a pared-down navigation menu, etc.

List all of the content and functionality you want, in as much detail as possible.

For example: a front page with a blog that visitors can comment on, an about page with an author photo and bio, a contact form with drop-down menus to select a specific recipient, etc.

List some keywords that describe the feel of your ideal website.

For example: minimalist, bold, colourful, warm, artsy, corporate, soothing, etc.

Show me a few websites you really like.

List in as much detail as possible what it is you like about them. For example: use of photography, font choices, page layout, etc. If there are things about them you do not like, please specify those as well!

Now show me a few websites you don't like.

Again, try to mention specific reasons why you don't like them.

PRACTICAL STUFF

What is your timeline for this project?

If you have a launch date in mind, include that; otherwise just give a rough estimate.

What is your approximate budget?

Telling me this up front means that I can plan the project around what it is realistically possible to achieve within your budget.

Do you already have a domain registered? Do you already have hosting?

If you do have a domain, please include the address. If you have hosting, specify your host and your particular plan if possible.

Will you need assistance producing written copy for your site? Are you looking for a logo, print materials, and/or other identity/branding work?

I work with a select few freelancers I know and trust on all copywriting, print, and identity work, so if this is something you're interested in, I'll make sure they're involved in the process early on.

Are you planning on using stock photography/imagery on the site?

If so, will you need me to help you purchase it, or do you plan to do so yourself?

That's it!

Thank you so much for spending the time to get this just right. I can't wait to work with you.