

# Project Questionnaire

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for  
*Chris Mower Web Design*

*Hi there! Thank you for choosing my services for your next website project. To make sure we're on the same page and to decrease the overall project time, I ask that you fill out this simple questionnaire. This will help me understand your needs and project goals and allow me to give you more accurate pricing and time estimates.*

*This questionnaire takes anywhere from 30 minutes to 1 hour to complete, depending on how much detail you give me. If you have questions, send me an email at [chris@chrismower.com](mailto:chris@chrismower.com) or give me a ring, 801.613.0304.*

*P.S. This may look intimidating, but it's really not too bad. Trust me.*

## **About Your Company**

**Company Name:**

**Address:**

**Phone:**

**Website:**

**Primary Contact:**

**Email:**

**Phone:**

**1. What is your company known for?**

**2. What are the three most important goals for your organization?**

**3. If your company were a car, what car would it be?**

## **About Your Competitors**

- 1. Who is your competition?**
- 2. Is there a competitor that you admire most? Why?**
- 3. What is your competitive advantage?**
- 4. Why do customers choose your services over others?**
- 5. What do you do better than anyone else?**

## **About Your Marketing**

- 1. How do you plan to market your business?**
- 2. What are the trends and changes that affect your industry?**
- 3. Where will you be in five years? Ten years?**

## **Project Details**

- 1. Why do you want a website (or have your current site redesigned)?**
- 2. What will happen if you don't have a new website, or have your current site redesigned?**

**3. Which of the following do you want on your website?**

Advertisements

Polls

Affiliate Marketing

Portfolio

Audio

Social Media Connections  
(Facebook, Twitter, YouTube, etc.)

Blog

Social Network

Blog Subscriptions

Store

Booking Tool (reserve hotel  
rooms, cars, etc.)

Video

Contact Form

Visitor Tracking and Statistics

Custom Forms

Website Search

Event Manager

Forum

Images

Newsletter

**4. What colors would you like to use?**

**5. What words would you like people to associate with your website?**

**6. What is more important to you?**

Quality

Speed

**7. Do you have examples of websites you like? Why?**

URL

Why I like it

1.

2.

3.

4.

5.

**8. Do you have examples of websites you don't like? Why?**

URL

Why I Dislike It

1.

2.

3.

4.

5.

**9. Do you want us to design you a new logo?**

Yes

No

**10.(If yes on Q9.) What is your vision for the logo? Is there an existing logo that represents your vision?**

**11.Do you want us to write any custom content?**

Yes

No

**12.Who will be responsible for maintaining and updating your site?**

**13.From your company, who will be involved in the project, and what are their roles?**

**14.Who are the final decision makers?**

**15.Please give us any additional details you feel would be helpful to us when completing this project.**