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## CLIENT QUESTIONNAIRE



# LONETREE WEB STUDIO

### CONTACT

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CLIENT WEBSITE QUESTIONNAIRE

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## CLIENT WEBSITE QUESTIONNAIRE

### OVERVIEW:

Because the information you provide in this questionnaire is the foundation for planning and building your website, providing as much information as possible will allow us to build a website that accurately reflects your business goals, objectives and identity.

### INSTRUCTIONS:

To complete, print out the questionnaire and prepare your answers in a MS Word document. You can also copy and paste these questions into a MS Word document. Return your answers back as an email attachment to [info@lonetreewebstudio.com](mailto:info@lonetreewebstudio.com) or fax to us at 925.240.7666.

Questions? Please email us at [info@lonetreewebstudio.com](mailto:info@lonetreewebstudio.com)

### YOUR BUSINESS | ORGANIZATION INFORMATION:

Business or Organization Name:

Address, City, State, Zip:

Office Phone:

Fax:

E-mail Address:

### WEBSITE DESIGN CONTACT:

List one individual we will communicate with during the design process. This is the individual we will be sending approval requests to for all design decisions. Approval requests are sent through e-mail with links to documents on the web. Examples include sample layouts to view, and a navigation chart that shows the organization of your website. To avoid miscommunications, we ask that only one individual be listed and that she or he be the final decision maker.

Name:

E-mail address:

Phone Number:

Fax:

### OTHER RELATED CONTACT(S):

Name:

Company/Title:

E-mail address:

Phone Number:

Fax:

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### WEBSITE HOSTING AND DOMAIN NAME INFORMATION:

The following information will be needed once an agreement is made to design the website, and files are ready to be published up to your hosting company.

**Primary domain name used to host website:**

**Additional domain names that point to main domain name:**

**Your hosting company where website files are located:**

Login(s):

Password(s):

**Domain Registrar Name where domain name is registered:**

Login:

Password:

If hosting and domain names have not yet been purchased, LoneTree can establish and account for you by placing your credit card information on file with the host. Please list the domain name(s) you wish to purchase:

### LAUNCH DATE:

**What is your intended launch date for the new website?**

Are there any outside considerations that might affect the schedule?

Examples: PR launch, tradeshow, store opening, board meeting, or annual report.

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### A. BUSINESS BACKGROUND:

Describe your business in one short paragraph.

Where does it sit in the marketplace of today's economy?

How was your business developed? What inspired its creation?

What is your geographic range?

List what your business goals are and what you plan to achieve in the next 24 months.

Describe your vision for the future of your business.

### B. YOUR AUDIENCES:

List your audiences. Examples include:

- Existing clients
- Prospects (new clients)
- Members
- Volunteers
- Suppliers
- Stakeholders
- Investors
- Partners
- Employees
- Volunteers
- Donors
- Grantors

Describe your primary target audience. Who are they, what are their needs, what appeals to them?

Age range:  
Male/female:  
Income level:  
Education level:  
Specific niches to appeal to?  
Other notes:

What are your visitors' goals?

*Note: These are not your business goals. These are goals of your audience(s) and should include three.*

Example: Find out what the current discount is.

Example: Sign up for an event.

Example: Look at the background and expertise of a business.

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### C. CURRENT WEBSITE:

If you do not have a current website, skip this section.

Do you feel your current website promotes a favorable user experience? Why or why not?

Example: Our current website is amateur looking and was built using a free, online site builder. We have a poorly organized website and our images load very slowly. Many of the links no longer go anywhere, and the contact form does not work.

What specific areas of your current website do you feel are successful? Why are they successful?

What shortcomings exist with the current website, and what three things would you change on the site today if you could?

Have you conducted usability tests or gathered user feedback for your current website? Please include any reports or findings.

How important is it to maintain your current look and feel, logo, and branding?

### D. YOUR COMPETITION:

What fundamentally sets your organization or business apart from your competitors?

How are they better/worse than your product/service?

Who are your competitors? List names of businesses and/organization and the website names. Please list your competitors' URLs (site address). What do you like and dislike about your competitors' websites? What do you feel works well and what works poorly?

### E. PERCEPTION:

Are there aspects of your business image that need improvement?

List a targeted message: State a to-the-point word or concise phrase that should describe your website once it is launched.

What is your organization or business in one word?

What words would you like visitors to associate with your website?

Using adjectives and short phrases, describe the site's desired look and feel.

Do you have a specific style of design in mind?

List the any websites that you find compelling. They do not need to be in your industry. What specifically do you like about these sites?

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### F. CONTENT:

Have you planned your site's structure/content? If so please provide details.

Do you expect this website to grow by adding new pages and features in phases?

Please list the **pages** you are considering in this phase:

- Home
- About us
- Services listed on one page
- Services listed on individual pages
- Contact us
- Clients
- Bios on one page
- Bios on individual pages but appearing as a group also
- Products listed on one page
- Products listed on individual pages but appearing as a group also
- Menu/Price List
- Current offers
- Capabilities
- Equipment
- Client studies
- Case studies
- Testimonials
- Employment
- News & Events
- Publications
- Vision
- Mission (Goals and Objectives)
- Who we serve
- Where we serve
- Board of directors
- Officers
- Staff
- Volunteers
- Donation methods
- Event listings
- FAQs
- Terms of service
- Site map

List other pages:

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Please list the **features** you are considering for this phase?

- Mobile layout
- Content management system
- Social media sharing
- Comment area on individual pages
- Email sign up
- Contact forms
- Quote forms
- Other information gathering forms
- Google Map
- Driving Directions
- Blog
- Videos
- Additional slide shows
- Image galleries
- Provide audio or music tracks
- Calendar
- Event listings
- Links to 3rd party applications including e-commerce, online payments, appointment booking, donations methods, etc.
- Backup service for files and database
- Search Engine Optimization (SEO)
- Website analytics and traffic analyzer

List other features not listed above:

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### G. CONTENT WRITING NEEDS:

Has the text been written for the pages?

If not, do you have existing printed materials that you can repurpose and rewrite into your text?

If you have not written your content, do you need assistance developing your content? This consists of:

1. Marketing review of your marketplace, online competition and target audiences recommendations on content for your pages.
2. Review your existing printing materials and provide direction on how you can reuse for web content.
3. List of recommended content.
4. List of Google keywords for you to add when writing your content.

### H. GRAPHIC DESIGN NEEDS:

Do you have existing images, graphics or design elements?

Are there graphics and/or images from your product lines that you would like to use?

What other image galleries or slide shows are you considering for the interior pages?

Are you providing your own graphic design services, including image effects, or are we providing during the creation of your website?

What other media, including video or sound do you plan to use?

Please state your preferences on the graphic design look you are seeking: Minimal, moderate or heavy. Do you have a particular style of graphic design in mind, or a look or feel that you'd like to create.

Do you have existing applications that your website will need to link to? If so, please provide details. *Example: Visitors need to link to our online appointment system to book appointments; we have a database that holds this information at the office.*

### I. IDENTITY:

In this section, the questions are targeted at understanding your identity so that we can carry out your website branding.

It may help to think about your brand as being an actual person; in the same way that you might describe a friend using words like fun, loving, intelligent or humble, a brand also has a set of qualities.

What values or principles does your business uphold, for example is the emphasis on quality, uniqueness, willingness to experiment, affordability of products etc.?

What words would you use to describe your business and how your brand should be perceived? The response we are looking for are words that you would use to describe the look and feel of



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your business as a brand or personality such as radical, conservative, cutting-edge, scientific, traditional, fun.

If your logo was a person, who would that person be? What qualities would this individual have and how would that reflect your business?

Is there anything that you've seen (for example in film, T.V, artwork, or other logos) that possess the qualities that you would like your brand to have? If so, please state each reference and describe how highly it scores for you. Also if it is possible, please provide a web link to each of these references.

Is there anything you've seen that does not possess the qualities of your brand? As above, please state the reference and the reasons why you feel it is unsuccessful.

Do you have a business identity in place with corporate colors, a logo, type faces and design elements?

If you do not have corporate colors established, are there any colors that you would like to explore? If you have no preferences on a color palette, we will select a color palette for you.

If you have a logo, does it exist in a digital format that we can use on the website or is their editing required? Please send as an attachment in an email to [info@lonetreewebstudio.com](mailto:info@lonetreewebstudio.com)

If you do not have a logo, do you need a logo designed?

Do you have any preferences on type styles used for the website?

Do you have a preference on graphic design elements for the website?

### J. DURING THE WEBSITE PROCESS:

Please let us know how involved you would like to be in the process of creating your website.

**Very much**

I am interested in participating in every aspect of this project, including choosing colors type faces, sketching out layouts and art concepts. I am very particular about the site's visual presentation, as well as the way it is laid out from a usability standpoint and will be specific on my preferences in this regard.

**Some interaction**

I would like to review and choose from the provided options and choose from the best of them. I would like to stay "in the loop" with design and development progress, but anticipate contributing a limited amount of feedback.

**Little Interaction**

I trust your team's ability to translate my vision into a reality based on the information in this document and the specifications detailed in my project proposal. After approving the logo and layout, I would like to see the project in it's next form as a functioning website that I can test.

I am more interested in using and marketing the final site than I am in giving extensive feedback on the branding and layout.