

# New Project Questionnaire

Questions to ask when starting a new website project

## Website Basics

- What is the primary purpose of this website? Is it a portfolio site for you and your work, or is it to promote a specific business, organization, event, or project?
  - Do you have a name in mind for the site (if different from your name/business name?)
- Who is your primary audience?
  - Do you have secondary/tertiary audiences?
- Do you have a URL selected/purchased for this site?
- Do you already have hosting setup for this site?
- Do you have an existing website(s)?
  - What is the URL?
  - Do you have Google Analytics set up for this site?
  - What do you like about your current website?
  - What do you dislike about your current website?
  - What platform(s) is this site built on?
  - Is there any other context about this website or previous ones you'd like to share?

## Other Marketing Products

- Do you have a blog? Will you in the future?
- Do you have a Newsletter or other types of email marketing?
  - If not, will you in the future?
  - Do you already have a mailing list setup?
- Do you have any existing Landing Pages?
- Do you want to feature content from other social media on the site, or just include links? (Embedded videos, Instagram posts, latest tweets etc.)
- Are there any other third party web services or platforms you currently use?
- Is there anything else to note about your marketing efforts so far?



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## Brand Basics

- What does your business do and what do you offer? (List services, products, etc.)
- Why did you start your business?
- What makes your business unique? What services or products do you offer your customers that nobody else does?
- What does your company do best?
- What do you like about your current brand identity?
- What do you dislike about your current brand identity?
- Who are your competitors? (Or if not competitors, what other businesses/brands/companies are similar/occupy the same market space?)
- What adjectives would you use to describe your brand?
- How would you describe your business to a friend?

## Goals

- Understanding your long and short-term career and marketing goals is essential for planning a website. Consider the following:  
*Personal Goals—What are some things you'd like to accomplish in the next year, five years, ten years, and in your lifetime?*  
*Professional Goals—What are your short and long-term goals for growing your business?*  
How can your website help you with them?
- What would you like your website to be able to do that it isn't doing now?
- What do you want people to do when they go to your website?
  - Rank the above items in order of importance.
- Any additional elements you've seen on other websites sites that you want to incorporate or that are important to you?

## User Information

- Who are your customers?
  - Who will be using your website? (This might not necessarily be the same as your customers, or it may be only a segment.)



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- What do you think they are looking for when they come to your site? (Not everyone will use website the same way. You will need to take into account their different needs, goals, tasks, and frustrations.)
- As far as you know, where are the users coming from when they interact with you? (Ex: Google search, social media, word of mouth, etc.)
- As of now, what overlap do you anticipate between the user's needs and the business's goals? (Ex: Users are coming to the site to register for events, and the business needs event registration to generate income.)

## Content

- What types of content do you need to account for? Make a list of all the potential content you might include on your website.  
Ex: Do you plan on having a blog? An online store? Exclusive content that requires a subscription or membership?

## Design

- Do you have any existing brand guidelines?
- Do you have examples of websites (for similar or competing individuals, businesses, or organizations) that you like? What about unrelated websites?
  - What elements do you like or dislike?  
(Colors, layout, imagery, content sections, etc.)

## Technical Questions

- How much do you want to spend to get your site up and running?
- How much do you want to spend on your site per month? Per year?
- Who is updating/maintain your website? Will that change over time?  
(Ex: multiple employees in different roles, annual change in leadership, etc.)
- How often do you plan to update your website?  
(Ex: adding new projects yearly, publishing new events several times a month, or leaving the site pages unchanged but updating a blog regularly.)
- How comfortable are you learning new platforms?

