



Kickoff Questionnaire

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Why are you interested in having your current website redesigned?

What will happen if you don't have your current site redesigned?

Please describe your organization in a few sentences.

What about you or your background sets you apart from your competitors?



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What problems do your prospects have that your business solves?

Why do you believe site visitors should do business with you rather than a competitor?

Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features?

Please describe your potential customers; income, interests, gender, age, technological aptitude, etc. If your website is a business-to-business site, what type of companies are you hoping to attract?



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What is your budget for this project?

Who are the decision makers on this project? What is the turnaround time for making a decision?

What staff will be involved? What are their roles?

What is your deadline for completing this project?



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Please list the URLs of five other sites that you like. Why are they attractive to you?

Have you researched your online competitors so you have an idea of what you do and do not want on your site?

What do you NOT want on your site in terms of text, images, content, etc?

Where is the website content coming from? Who is responsible for updating it? Is it ready for use on your website?



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Do you have a logo?

Are you planning on selling online? If so, what is the product and how many items do you anticipate selling?

If you are planning on selling online, are you set up to accept credit cards?

If you were using a search engine, what words or phrases would you use to find your site? Which of these words is most important? Second? Third?



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Other than search engine results, what methods do you have in mind to spread the word about your website?

How do you plan to encourage repeat visitors and referrals?