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Website Design Client Questionnaire

The intention of this list is to establish a common understanding of the website you want and the steps involved in achieving this. Please print this questionnaire, answer the questions and then scan and email it to customerservice@kandkwedsitedesign.com or mail a copy to K and K Website Design 8834 E. 34 Road #155 Cadillac, MI 49601. Don't worry if you don't know the answer to all the questions, but the more information you are able to give the better.

1. What is your business's name?

Your business name is important when considering domain names. It helps with search engine optimisation(SEO)if your business name contains keywords related to your trade/business.

2. What is your contact information, mailing address, location address and phone?

Your business information will be published on your website to allow customers a means to contact you.

3. Please briefly describe your business, what services you offer, how and where you operate and who your customers are.

We need to know about your business to build a website for it. Each service you offer will typically have it's own page(s) on your website. It is also helpful to know what your unique selling points are and why potential customers should choose you over your competitors.

4. What is the overall goal of your website?

This information will aid us in developing your website. Remember this is your website and it needs to be a reflection of your business.

5. If you have a current website, what do you NOT LIKE about it, What's NOT working?

This will allow us to tailor your new website into what you want. Many websites become outdated and need to add new content to keep it fresh for your visitors.

6. Describe how you currently advertise/attract new customers.

A new website is a fantastic advertising tool in itself but it will also compliment and be complimented by any other advertising you do. Understanding your current advertising will help us know where we are pitching your website.

7. Do you have a logo and/or established image and branding guidelines e.g. fonts, colour schemes etc?

A consistent image is important for a business. If you already have a logo and style then it will become part of the design of your website. If you do not we can help you figure what would be best for your new website.

8. Please list your top (up to 5) competitors (and their websites if applicable).

With knowledge of your competitors and their websites we can identify niches in the market for your website to exploit and ensure that where it does compete head-to-head it has the advantage.

9. Please briefly explain why you want a new website and how it will benefit your business.

A website can serve any of a number of purposes and fulfil a multitude of functions depending on the nature of your business and what it offers. We need to know what the aim of your website will be in order to build it to achieve its goals.

10. What is your budget for your new website?

Budget can be a sensitive area and we respect that costs should be kept as low as possible while achieving what is required. However, an idea of budget will enable us to steer you towards the most appropriate type of website for your business.

11. What is your deadline for getting the new website live?

This gives us a target to work towards and helps us prioritise our work.

12. If you were looking for your business in a search engine (e.g. Google) what words or phrases would you search for?

Identifying the right key words and phrases is important as these will form the basis of the SEO of your website. We use SEO to get your site to come up near the top of the search results for your chosen keywords to help your customers find your website. Let us know the most important words and phrases (in order).

13. Do you have a domain name in mind or already registered? If so please list it, if not please give us the top 3 domain names you wish for. Please list them in order.

A domain name is important for a number of reasons. It should be short, memorable and both easy to type and say. It should also be relevant to your business name and the services you offer. Many of our clients already have a domain name registered, but for those who don't, we will research a domain name and do the registration to help secure the best domain for your website.

14. Do you already have an idea of what you want your website to look like - can you provide images/examples?

If you have any design ideas or general guidelines/pointers you want us to follow or even a completed website layout design you want to use then we would be happy to base the design of your website around them.

15. Please list 5 websites that you like (or would like your website to look something like). They do not have to be in your industry or for similar businesses.

It is helpful to know what sort of websites you like and what you like about them so that we can ensure that we design you a website that you will also like.

16. What different web pages do you want to have on your site and what different features do you want to include on these pages? (Home, About, Contact, Info, FAQ, Locations, Events, Archives, Image Gallery, Testimonials, Services, Links, Resources, News, Client List, are just a few examples of the most common website pages)

This is possibly the most important question in determining the nature of your website. We need details of each page and the key points of information and functionality that they will cover with as much detail as possible - e.g. if you want an image gallery then state (roughly) how many images, categories etc and how you want it to function and give examples. It helps if you mock up on paper what you would like each page to look like.

17. Are you able to provide all the content (text and images etc.) for the different pages of your site?

Normally our clients are responsible for delivering all content for the pages of their website including headings, text, images (and other media) etc. and we would ideally not start work on a website until this had been provided. We would then perform a degree of SEO on the content as we add it to the website.

18. Are you able to provide us with high quality images to be used on your website and do you have permission to use these images?

The more fantastic images of your business and the services it provides the better from a web design point of view. These images need to be high quality to get the best out of them on your website.

19. Do you want to include any links/feeds from social networking sites on each page of your site? (Twitter, Facebook, Pinterest, Instagram are just a few)

Social Networking is an important way of generating interest in your business, connecting with its customers and driving traffic to your website. Social bookmarks are a powerful tool in marketing your website by allowing 1 click link to your Social Networks for your visitors.

20. Do you want us to set up any social networking pages for you?

We get your pages setup and ready to go so that you can concentrate on dealing will all the new customers you will have. We can also set up blogs too.

21. Please detail anything that you specifically do not want to have on your website.

This can help ensure we only design what you want for your website.

22. How often would you like your site to be updated?

Our websites are programmed in html along with other code and are not updatable by clients. We offer a complete website maintenance and updating service for all our clients. We can make any updates that you require for your website based on what you purchased in your website package.

23. Please list any email addresses you want us to set up with your website and indicate which one(s) to publish on the website and use for any contact forms etc.

When transferring email accounts that are already in use there can be a delay of up to 48hrs before everything is up and running so we normally like to keep the original service running as well during this time and forward your emails to a third party email provider for a few days to ensure no email is lost.

24. Select any special features you would like in your website and tell us if you want it displayed on each page. Y = Yes YEP = Yes Each Page

- | | | |
|--|--|---|
| <input type="checkbox"/> Image Gallery | <input type="checkbox"/> Testimonials | <input type="checkbox"/> Map |
| <input type="checkbox"/> Portfolio | <input type="checkbox"/> Quotes | <input type="checkbox"/> Search Box |
| <input type="checkbox"/> Newsletter Signup | <input type="checkbox"/> Upcoming Events | <input type="checkbox"/> Online Payment |
| <input type="checkbox"/> Uploads | <input type="checkbox"/> Downloads | <input type="checkbox"/> Social Media Buttons |
| <input type="checkbox"/> External Links | <input type="checkbox"/> Videos | <input type="checkbox"/> Food Menu |
| <input type="checkbox"/> Products | <input type="checkbox"/> Online Store | <input type="checkbox"/> Blog |

25. How would you like to pay for your services?

- Check electronic Invoice

If electronic invoice we will need your PayPal email address to send invoice for payment.

Your PayPal Email Address: _____