

## **Discovery Questionnaire for Website Development Projects**

Thank you for choosing to work with (insert your agency name) on the development of your website project. We would like you to answer the following questions as much as possible. Your answers will help us have an understanding of your project requirements

### **About your business**

An overview of your business; what you do; products and services

Your advantage over competitors. Why should clients choose your products or services over that of your competitors?

### **Your ideal client/customer**

Describe who your target audience is, which niche, industry?. What's their demography?

### **Goals and Objectives**

Please describe what you would like to achieve with the website project.

Here are some examples. Write in your own words and/or choose the ones that apply to you or

- Get new clients, Sell my products, Book meetings, Provide information about your business, Affiliate website, Publish news, Blog

Is this a website redesign? Choose the option that applies to you.

Yes

No

### **What is your budget?**

Do you have a budget or range that you are willing to invest in the website project (Please note that our websites starts from \$\*,000)

### **Do you have a timeframe or deadline by which you are looking to launch the project?**

(State the reason for the specific timeframe)

### **Your brand identity**

Do you have a logo and brand style guidelines

What colors do you like?

## **Websites you like**

Please list some websites of your competitors or businesses in a similar space. Briefly state what you like about them and what you don't like. What would you like to do better?

\*If it's a redesign. What do you dislike about your current website and what would you like to be improved?

## **Domain Name**

- Do you have a domain name registered?
- Do you have hosting already purchased?

If yes do you have login details to the hosting account?

## **Content**

Make a list of pages/sections you want on the website

E.g Home, About Us, Services, Team, Blog, Gallery, Contact Us

Do you have written content and images for these pages?

## **Social Media Links**

Do you have social media accounts?

Do you want the links to these accounts to be on your website? If yes, list them

## **Search Engine Optimization**

If someone was searching for your services or products, what keywords do you think they would use? List as many keywords as possible.

## **Marketing**

What marketing strategies do you plan to adopt to market the website. If you have an existing website, what marketing strategies do you currently use

E.g.

- Content creation
- Facebook ads
- Google ads PPC
- Social Media marketing

**Contact Details**

Name of Primary contact

Email:

Phone Number:

Any other decision maker

**Other Comments or details**

Write any other comments you think is relevant to the project

Prepared by AscendWP (Reliable whitelabel WordPress development service for digital agencies)

[www.ascendwp.co](http://www.ascendwp.co)

