

Client Engagement Questionnaire

About the Company:

Client Details:	
Date:	
Company:	
Contact Name:	
Address:	
Post Code:	
Phone:	
Mobile:	
Email Address:	

What does the company do?

Why do you want a website?		
I need to build awareness for my brand:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
I need to offer a contact point to my clients	<input type="checkbox"/> Yes	<input type="checkbox"/> No
I need my company to have a better image online	<input type="checkbox"/> Yes	<input type="checkbox"/> No
I need to sell my product/service through my site	<input type="checkbox"/> Yes	<input type="checkbox"/> No
I need to use it to build customer loyalty	<input type="checkbox"/> Yes	<input type="checkbox"/> No
I need to reach people in many languages	<input type="checkbox"/> Yes	<input type="checkbox"/> No
I need somewhere to promote my latest product/service	<input type="checkbox"/> Yes	<input type="checkbox"/> No
I have my own reasons:		

Does your company have any subsidiaries?
Average number of Employees?

Your Requirements:

Getting Started:	
Domain name required:	<input type="checkbox"/> Yes <input type="checkbox"/> No
Specify Domain:	
Existing Hosting:	<input type="checkbox"/> Yes <input type="checkbox"/> No
Specify Host:	
Deadline:	
Budget (Est):	£

Target audience:	
<input type="checkbox"/> Business customers	<input type="checkbox"/> Consumers
Target age range:	
<input type="checkbox"/> Children/Teens	<input type="checkbox"/> 20-30 years old
<input type="checkbox"/> 30-40 years old	<input type="checkbox"/> 40-50 years old
<input type="checkbox"/> 50-60 years old	<input type="checkbox"/> 60+ years old

Main reason your customers come to you:	
I offer excellent service:	<input type="checkbox"/> Yes
I have the best products/services on the market:	<input type="checkbox"/> Yes
I have the best prices on the market:	<input type="checkbox"/> Yes
Other	

Do you want to expand your target audience in a certain direction?

Can you provide more details about your customers?

Which words/phrases are customers likely to use to find your business online?

What is it that makes your products or services unique on the market?

Do you have any proof that your solutions are better than your competitors?

Required Website Features:		
Home Page	<input type="checkbox"/> Yes	<input type="checkbox"/> No
About Page	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Contact/Enquiry Form	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Image Gallery	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Blog	<input type="checkbox"/> Yes	<input type="checkbox"/> No
News	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Policies/Terms & Conditions	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Testimonials	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Secure Customer area	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Newsletter system	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Social network integration	<input type="checkbox"/> Yes	<input type="checkbox"/> No

A shopping cart	<input type="checkbox"/> Yes	<input type="checkbox"/> No
A redesign of a current website	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Additional Requirements:

Who will provide the following resources?		
Stock photography	[Company]	[Site Wide]
Company photography	[Company]	[Site Wide]
Other Artwork/ Illustrations	[Company]	[Site Wide]
Translation costs	[Company]	[Site Wide]
Copywriting text	[Company]	[Site Wide]
Professional logo	[Company]	[Site Wide]
Graphic design	[Company]	[Site Wide]
Other print collateral	[Company]	[Site Wide]
Metatags/ description	[Company]	[Site Wide]
Font Licenses	[Company]	[Site Wide]

Website Design

Does your company have...		
A Logo	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Established Image/Branding	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Print Materials (Bus. Cards etc)	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Would you like us to design and supply...		
A Logo	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Established Image/Branding	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Print Materials (Bus. Cards etc)	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Could you give us the websites of your top 3 competitors?

If you had to pick 3 websites you would love to have, which would they be?

After Site Completion

Would you like us to update your site or would you like to be responsible for updates?	
[We will update]	[That's your job!]

Would you like to subscribe to one of our support packages?	
<input type="checkbox"/> Yes	<input type="checkbox"/> No

How often would you require updates?	
<input type="checkbox"/> Daily	<input type="checkbox"/> Weekly
<input type="checkbox"/> Monthly	<input type="checkbox"/> Quarterly
<input type="checkbox"/> Other	
If Yes please select a package:	
<input type="checkbox"/> Up to 1 hour/month	<input type="checkbox"/> Up to 3 hours/month
<input type="checkbox"/> Up to 5 hours/month	<input type="checkbox"/> Up to 8 hours/month
<input type="checkbox"/> 12 hours or more/month	

Any additional information/requirements?

That's all we need for now! Thanks for taking time to fill this in - we'll be in touch with a quotation shortly.