the website questionnaire

woohoo!

> **Important - make sure you download this document, fill it out, then save it to keep your changes.**

Making a website is both exciting and scary. Here are some of the thoughts you might have swirling around:

> I'm going to have a beautiful website!
>
> I'm going to make money!
>
> I'm going to get customers!
>
> How do I even make a website?
>
> How do I know who to hire?
>
> What if the designer rips me off?
>
> How much ongoing work is this going to be?

So here's what we want to do: **increase the exciting** and **remove the scary.**

Filling out this questionnaire is the first step in helping us do that. It'll tell me:

- **What** you want out of your website
- **How** confident you are with websites
- **How far** your budget will let us go
- **Which** builder will work best for you
- **How** to best design your site
- **Whether** ongoing maintenance work is viable for your time and budget

Let's get into it.

1. Let's talk about you

Name

Business/Organisation Name

Give me a brief overview of what you do and why.

2. Let's talk about your website

What's your point of difference - the thing that sets your business apart from others? Can't think of anything? Just write why you think you're good at your job.

What's your website's purpose? Tick all that apply.

Attract customers

Provide information

Generate excitement and talk

Online shop

Take online bookings

Showcase a portfolio or gallery

Display job opportunities

Collect information (eg. surveys)

Run online courses

Other (specify below)

Which of these aims is most important to you?

Who's your target market? What sorts of people are they?

Who do you see as your main competitors? Why? What do they do?

You're going to need to **provide your own copy** (website text) as part of the web design process. Please select the statement which best applies to you:

I've prepared copy already (go you!)

I already have copy from an old version of the website

I'm employing a copywriter to get the copy done

I'm confident in writing the copy myself within a set timeframe once we start

I'm writing the copy myself, but need help figuring out what I want to say or I will struggle to meet a deadline

eCommerce clients: Roughly how many products are you planning to sell on your site?
Are these physical (shipped out) or virtual (downloadable/online subscriptions)

3. Let's do some q & a

How confident are you in learning new systems and technologies (eg. WordPress)?

Very confident

Moderately confident - I'm happy to learn to use a web builder but will struggle with anything technical

Not personally confident, but I'm happy to pay someone to help me maintain it

Not confident at all, I need something very easy to use

N/A (I'm just getting a mockup done)

How much are you comfortable spending on website hosting, maintenance and plugins every year?

$0 - $150 (WordPress, Wix free plan)

$100 - $400 (Wix, Wix eCommerce, Squarespace, WordPress eCommerce)

$400 - $600 (Shopify, Squarespace eCommerce)

Which of these options is most important for your website?

Ease of use, so I can edit the site myself and reduce my costs while still having a nice-looking website

Amount of capabilities, so that I can have the most professional site possible even if this means I have to learn new skills and pay for maintenance help with Origami Graphics or a web developer

How important is unique design?

Not important – I'm happy for a professional premade theme to be customised

Sorta important – I want flexibility in changing the design and layout of my website

Super important – I want my site completely custom-designed

Are you interested in a payment plan? (websites are usually min. $2000.00)

No, I'm happy to just pay the normal upfront deposit and final conclusion installments

Yes, please offer me a payment plan proposal to look over

Last question - anything else I should know?

Nice one - you're all done.

You've just written three and a half pages of information you can now draw on for your website design. Make sure you save your changes!

Ready to work with me? Flick your finished form over to taylor@origamigraphics.net.au and I'll use your answers to spin up a super bespoke website design proposal and quote.