

woahaa!

the website questionnaire

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

Getting a website is one of the most important investments you'll make for your business - and that's both exciting and scary. Here are some of the thoughts you might have swirling around:

**I'm so excited to have a beautiful website!
I'm ready for all the money this will bring in.
This is going to get me way more customers!
How on earth do I make a website?
How do I know who to hire?
What's a fair price for this?
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. And if at any point you need more information before completing this questionnaire, please see the [Website Design](#) page on my site.

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? Tip: If you can't think of anything, just write why customers will want what you're offering and what benefits they get.

At this stage, what budget range do you think you're comfortable with? I'll use this to inform the options I provide when quoting you. The higher the budget, the larger and more comprehensive the site is.

\$1500 - \$3000

\$3000 - \$5000

\$5000 - \$10000

\$10000+

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

Attract customers

Other (specify below)

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

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?
This is a **third-party cost** additional to your website design investment with Origami Graphics.

\$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 to you 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

Would you also like a quote on these extras? Tick all that apply.

Logo and Branding - set your business design foundations up before the website (from \$500)

SEO Setup - keywords, copy revision and meta to boost your ranking on search engines (from \$500)

Professional Copywriting - engage my copywriters for professional, persuasive site text (from \$1000)

Custom-drawn graphics or infographics to polish your site to the next level (from \$250)

Maintenance - monthly plans to make sure your site is healthy, backed-up, and updated (from \$85)

Are you interested in a payment plan? (websites are usually min. \$1500.00)

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 about your business, your website, or your needs?

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.