



PLAINBLACK
CREATIVE

WEB DESIGN QUESTIONNAIRE

1. What does your business do?
2. Who is your target audience?
3. What's your Unique Selling Proposition (what makes you stand out from the crowd)?
4. Do you want to improve an existing website, or create a website from scratch?
5. Do you have a social media page?
6. Do you have a list of keywords you'd like to target?
7. Do you have a domain name?
8. Please list 2-3 websites that you like? What do you like about these websites?
9. What pages do you need on your website?
10. What features do you need on your website?
11. What's the underlying goal of your website?
12. Do you have the content ready for your site?
13. Does your company have a style guide covering things like colours and fonts?
14. When would you like to launch your new site?
15. Do you need help updating and maintaining your website?
16. Do you need help with blogging and content marketing?