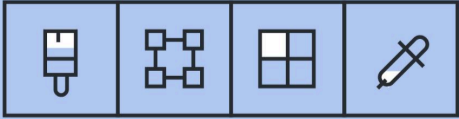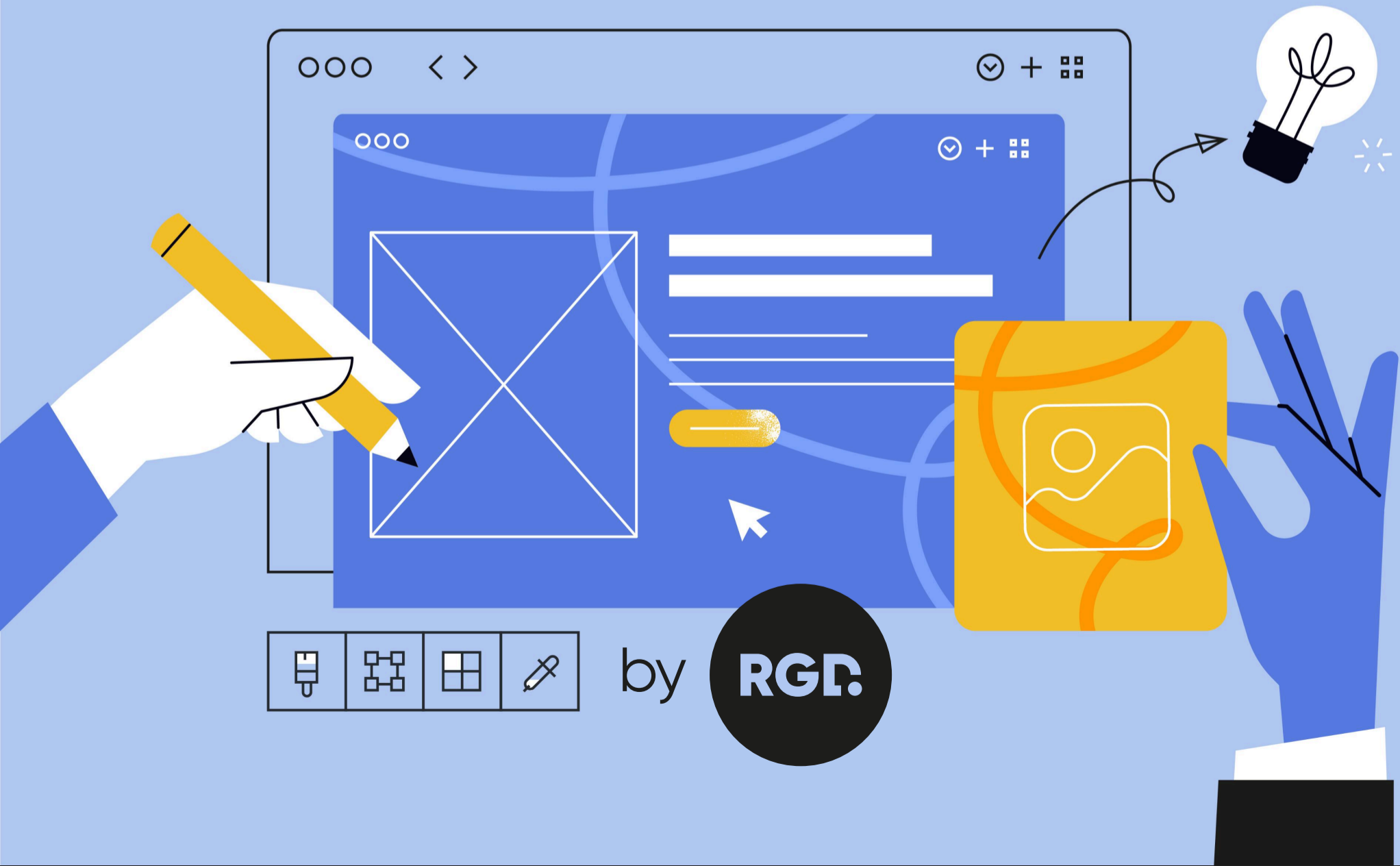FREE

# Website
# Design
## Questionnaire

by RGD.

# BUSINESS & AUDIENCE

**Are you looking to create a new website or redesign an existing one?**

○ I want to create a new website      ○ Redesign an existing website

**What is your business name?**

**What products or services do you offer?**

**What sets your business apart from competitors?** (e.g., pricing, quality, unique value)

**Who is your ideal customer?** (Demographics, interests, pain points)

**What actions do you want visitors to take on your website?** (e.g., make a purchase, book a consultation, sign up for a newsletter)

**Do you have existing brand guidelines?**

○ Yes      ○ No, but I'd like to create one      ○ No, and I don't need one

RGD.

**What are the main goals of this website?** (Select all that apply)

- [ ] Increase brand awareness
- [ ] Generate leads
- [ ] Provide information about a service or product
- [ ] Sell products/services online
- [ ] Improve SEO & online visibility
- [ ] Showcase a portfolio or case studies
- [ ] Other (please specify) [_____]

# WEBSITE TYPE & REQUIREMENTS

**What type of website do you need?**

- [ ] E-commerce
- [ ] Business/Corporate
- [ ] Portfolio
- [ ] Blog/News
- [ ] Landing Page
- [ ] Membership/Subscription
- [ ] Event Website
- [ ] Non-Profit
- [ ] Other (please specify) [_____]

**Will your website need a CMS** (content management system) ?

- ( ) Yes (please specify: WordPress, Webflow, Shopify, etc.) [_____]
- ( ) No, it will be a static website

# PAGES & FEATURES

**What pages do you need?** (Select all that apply)

- [ ] Homepage
- [ ] About/Company
- [ ] Services/Products
- [ ] Blog
- [ ] Portfolio
- [ ] Pricing
- [ ] Testimonials
- [ ] Contact
- [ ] Other (please list) [_____]

RGD.

**What features do you need?**

- [ ] eCommerce (cart, checkout, payment integration)
- [ ] Newsletter signup
- [ ] Search functionality
- [ ] Booking or scheduling system
- [ ] User login & account system
- [ ] Social media integration
- [ ] Forms (contact, quote request, etc.)
- [ ] Live chat or chatbot
- [ ] Other (please specify)

# BRAND PERSONALITY & STYLE PREFERENCES

**Are there any existing websites you love and why?** (Provide links)

**Are there any websites you dislike?** What don't you like about them?

**For each category, choose the option that best fits your brand's personality:**

| Category | | | |
|---|---|---|---|
| Color Style: | ○ Monochrome | ○ Neutral | ○ Vibrant |
| Tone: | ○ Professional | ○ Friendly | ○ Playful |
| Complexity: | ○ Minimal | ○ Moderate | ○ Bold & Experimental |
| Typography: | ○ Modern & Clean | ○ Classic & Serif | ○ Handwritten & Casual |
| Imagery: | ○ Photography-based | ○ Illustrative | ○ Abstract Graphics |
| Layout Style: | ○ Traditional | ○ Grid-based | ○ Full-screen sections |

RGD.

# CONTENT & SEO

**Do you need help with content creation** (text, images, videos)?

◯ Yes, I need new content          ◯ No, I already have content          ◯ I need content adjustments/rewrites

**Will your site require multiple language versions?**

◯ Yes (please list languages)
◯ No

**Do you have an SEO strategy in place?**

◯ Yes, I have keywords and meta content ready          ◯ No, I need help with SEO          ◯ Not a priority right now

# THE TECHNICAL BITS

**Will you need ongoing maintenance or support after the site is launched?**

◯ Yes, I need help with updates and security          ◯ No, I will handle it myself          ◯ I'm not sure yet

**Do you need website hosting or a domain name?**

◯ Yes, I need both          ◯ I have a domain but need hosting          ◯ I have both domain and hosting set up

**Do you have analytics and tracking preferences?**

☐ Google Analytics          ☐ Facebook Pixel

☐ Other (please specify)

## What is your budget?

| | to | |

## What is your timeframe?

## Additional notes: