



Website Redesign Questionnaire

Name (First name & Last name)

Business Name

Website

About Your New Website

Briefly describe what you would like your website to do differently than it has in the past

e.g., "we would like to sell our anvils and other industrial goods to manufacturing companies and hobbyists all over the world"

Are there certain elements, colors, textures, shapes, or pictures that you definitely want on the new site?

Any special fonts or typography?

List a website you like (with link) and describe what you like about it. Be specific.

Is there anything that should be avoided?

List colors you dislike elements or functions you DON'T want your site to have.

What other sites do you like, whether in your industry or not, that you like? What do you like about them? Be specific.

What websites do you HATE? Why?

Competitors

List a competitor's website and any thoughts you have about it.

List another competitor's website and any thoughts you have about it.



Marketing & Outreach

Have you planned any budget for marketing your website?

- A. We will not market our site
- B. Someone else is already scheduled
- C. We'd like a marketing proposal from RCM

Answer:

Do you have any social media properties?

- A. Yes
- B. No
- C. We need social media, but don't do it currently.
- D. Have you already signed up for twitter, Facebook, LinkedIn, Yelp, etc?

Answer:

LAST QUESTION! (Finally!)

Is there anything else you'd like to communicate to us before we get your estimate together?