



Website Design questionnaires

Introduction

A website design questionnaire is a survey that we pass to our website design clients to learn exactly what they want out of their new site.

The questionnaire will help us understand our client's expectations and preferences when it comes to website design. At the same time, the questionnaire will also give us a better picture of our client's budget, timeline, and other important factors that we need to keep in mind.

You also find included in this document our **website design process, website design packages and prices** and last one our **website maintenance prices**.

Why are we using a website design questionnaire?

We want to be 100% aligned and on the same page as our client. This paves the way for a successful project, and minimises the chance of miscommunication.

Some important things to clarify in our web design questionnaire include the timeline, scope of the project, and the look and feel that our client is going for. As a web designer, we're probably juggling multiple projects at one time, and we definitely don't want to commit to a project and then realise that our client expects a turnaround time of, say, two days.

The same goes for project scope. If we don't clarify the actual deliverables upfront, our client might bring up additional items, pages, or features whenever we speak about the project, and we might end up doing 2x the amount of work, without being able to charge our client extra.

Website Design Questionnaire Questions

We recommend the following questions to get a better understanding of your clients' requirements:

- 1 - What does your company do?
- 2 - Who is your target audience?
- 3 - What's your Unique Selling Proposition (USP)?
- 4 - Do you want to improve an existing website, or create a new website?
- 5 - Do you want your website to be optimised for SEO? Do you have a list of keywords you'd like to target?
- 6 - What is the URL of your existing website (if any)? What do you like and dislike about your existing website?
- 7 - What is the URL of 2-3 reference websites that you like? What do you like about these websites?
- 8 - Do you know what platform you want to use for your site?
- 9 - How many pages and 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 brand book covering things like colours and fonts?
- 14 - When would you like to launch your new site?
- 15 - What is your budget for the website?
- 16 - Do you need help updating and maintaining your website?
- 17 - Do you need help with blogging and content marketing?
- 18 - Do you have a hosting provider?

Why each question is important

Read on to learn more about what you'll get out of each question.

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What does your company do?

In this question, it's to get our client to share about their products and services, and their business model. If you have multiple product lines or provide multiple services, we want to know and understand how each product/service work.

If you run a startup or a local business, and you want your "story" to be highlighted in the website, then what is your motivation for starting the company. You can share your vision, mission, and company values.

Finally, if you can send across all the basic information about your company, including your business name, address, phone number(s), and email addresses.

We'll use this information in certain pages and sections of the website, such as the Home, About, Service and Contact Us page.

Who is your target audience?

The goal of any website is to convert its audience, and in order for this to happen, the website has to be relevant and targeted to said audience. Bearing this in mind, if you could please tell us more about your target audience and ideal customer.

Other than basic customer demographics such as age, gender, location, what is the customer's job title, the industry they're in, the size of the company they're working at, their seniority in the company, and more. It's also a good idea to know whether your ideal customer is an expert in the product/solution that your company offers, or whether they're relatively new to the solution, and need to be educated/nurtured.

What's your Unique Selling Proposition (USP)?

A USP is defined as a "factor or consideration presented as the reason that one product or service is different from and better than that of the competition." In simple terms, it's a factor that sets you as a client apart from your competitors.

Highlighting our client's USP on their website will serve to make their website more compelling, and this may boost their conversion rates. Do you as client offer better service than your competitors? Example, do you offer a wider range of products, or do your products come with a moneyback guarantee? What makes you unique?

Do you want to improve an existing website, or create a new website?

This is fairly simple — here, you're clarifying whether you as client wants to update your existing website, or create an entirely new website.

If you as client just want to update your existing site, then we know that we won't have to buy a domain name for you, get hosting for you, etc. If you want to create a new site, though, do you have a domain name to use, or whether you want us to take care of this. The same goes for hosting — we'll need to know if you as client has already bought your own hosting plan, or whether you want us to do the honours.

Do you want your website to be SEO optimised? Do you have a list of keywords you'd like to target?

In this day and age, getting found online is key, and it's important for websites to nail their SEO. If you as client say that you want you website to be SEO optimised, but you don't quite know where to start, then we'll be the one conducting keyword research and recommending a list of keywords for you to target.

You as client can also provide your keywords list if you have them, we'll be delighted to use them or advise you.

What is the URL of your existing website (if any)? What do you like and dislike about your existing website?

For instance, if you as client tells us that your website is "outdated" and "not user friendly", we would like you to be more specific, and share the specific sections which aren't user-friendly. If you as client says that you website design doesn't look modern enough, we would like you to point out the various design elements and what is it that you dislike — example: the colour scheme, the navigational panel, or something else?

What is the URL of 2-3 reference websites that you like? What do you like about these websites?

Now that we know what you as client doesn't like, we would like you to share a few examples of sites that you do like, so that we can have a clearer idea of what you're going for. These may be competitor sites, or they may be sites of businesses that are in completely different industries.

We would like to please give us some details like what you like about this specific website example: layout, colours, graphics, etc

We will also send a list of website links to choose from and to analyse if you just get started and don't have a website.

Do you know what platform you want to use for your site?

Instead of assuming that our client wants a WordPress powered website, we would like to know if you have any particular preference. We as services provide many platform, however we work with WordPress. WordPress is a content management system we use to create website. WordPress is software designed for everyone, emphasizing accessibility, performance, security, and ease of use. The platform could be manage by our client once the project is completed. We also create website using other platform such as Shopify, Woocommerce, Joomla and Umbraco.

These tools are content management system and easy to manage by the owner or his/her team compare to pure HTML sites are hard to edit/update, unless you as client (or someone on your team) has HTML knowledge!

What pages do you need on your website?

If possible, we would like you to come up with a sitemap that shows how you want your various pages to be structured and laid out. This helps us to understand the scope of the project, and lock down the deliverables. If you're creating a basic, bare-bones site, the standard pages include:

- Home page
- About Us page
- Contact Us page
- T&C page

We can help you create a sitemap if you don't have any idea how this is done.

Depending on what industry you as client is in, you may need specialised pages. These include:

- Product pages
- Shipping pages
- Pricing pages
- Product demo pages
- Booking/scheduling pages
- Login pages (for membership sites)

What features do you need on your website?

Like the previous question, this also helps us understand the scope of the project, and confirm the deliverables. In fact, we'd say it's even more crucial to nail down the features that you as client want on your website, because we'll have to figure out a way to deliver the specific functionality you're asking for.

For most cases, we can simply install a WordPress plugin, a Shopify app, or a similar widget, but these apps aren't always free, and the premium ones can get pretty expensive. We can either discuss the costs with you as customer and make sure you're okay with covering the monthly

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subscription, or include the cost of the apps and plugins in the price of the project, so that you as client don't have to fork out extra.

If we can't find an app or plugin that serves our client's needs, however, then we'll have to get to custom-build it. This introduces more complexity into the project; we'll have to do extra work or look for a contractor who can take this on, and make sure that they can deliver within the agreed timeline.

Some features that our clients might request for include:

- Search
- Forms
- Maps
- Portfolio / gallery
- Social media buttons
- Click-to-call buttons
- Online ordering
- Pricing tables
- Live chat
- Chatbots

What's the underlying goal of your website?

The underlying goal of our client's website influences many things, including how you should structure you site, what features and elements you should include on your site, and what information you should highlight.

For example, say you as client is a UI/UX designer, and you want to create a website to showcase your portfolio. Bearing this in mind, it might make sense to structure the site more like a "lookbook" as opposed to a regular website. Here, the key is to showcase our client's work prominently and in a way that reflects your brand well.

What about if our client wants to set up an eCommerce store? Here, the underlying goal is to convert customers and sell products, so it's important to optimise the store using sticky banners, countdown timers, trust badges, and more.

Do you have the content ready for your site?

Once we're clear about the goal our client wants to achieve with their website, we need to ask you about the content that you intend to have on your site. Are you going to be the ones responsible for the content, or do you expect us to take care of copywriting for you?

If it's the former, then we will like you as client to confirm exactly when you can pass us the content, so that this doesn't hold up the production timeline. If you as client needs us to help you with copywriting, We need to make sure we understand exactly what tone or style you're partial to, so that we can communicate this clearer to the copywriter that we're working with. This part comes

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with extra charge and not included in the packages like One page, StartUp, Professional 1 and 2 unless you have bought or about to buy the Custom Package we offer.

Does your company have a brand book covering things like colours and fonts?

Regardless of whether we're updating your existing site, or setting up a new site from scratch, we'll want to utilize their brand colours and fonts, so that the website is cohesive with the rest of your brand.

When would you like to launch your new site?

As discussed earlier, it's important to discuss the project timeline with you as client before committing to a project, especially if we're working on multiple website designs at once. If we're offering multiple revisions, we do share the lead time required between each revision as well.

Do you need help updating and maintaining your website?

If you as client isn't technologically-savvy, you might require our help in updating and maintaining your website. This involves updating themes and plugins, adding new features from time to time, and scheduling back-ups. It's still makes sense to clarify if you as client needs maintenance, so that we can account for this in the budget.

You can check our maintenance plan for further information.

Do you need help with blogging and content marketing?

The same thing goes here: if you as client isn't familiar with how to market yourself online, you might need our help in blogging and pushing out content for your site. While some website designers prefer to focus solely on website design, offering additional services such as content marketing helps us up-sell our clients, and generate more revenue to them and us.

Do you have a hosting provider?

If yes then we will need all the information such as username and password. If not, we can then provide you with a good and secure hosting service.

What is included and our website design process

OUR PACKAGES

You will find different ranges of packages from One Page, Startup, Business, Custom Website to e-Commerce package. We work with all types of businesses; local, national and international.

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WHAT IS INCLUDED?

Our simple package includes everything you need. Designed, built & managed – Ongoing updates – Search Engine Optimisation (SEO) – Content Management System (CMS).

DELIVERY

A website project timeline should list the most important milestones that represent the major stages of creating the website. Each stage should be given a set length of time that corresponds to its size and complexity. Please see our design process for more information

DO I OWN THE WEBSITE?

The combination of visual assets that make up your website such as your brand, colours, interfaces, typography, images, and any other visual components is something that you would typically own. Content – all of the text content on the website, including any multimedia such as photography and videos is also something that you should own.

MANAGE YOUR SITE

At the click of a button you can grow your websites functionality, update pages and add new pages and content at the click of a button. The platform we use is an easy and friendly content management system. We will show you how to create, use, manage and even promote your website successfully rather than relying on someone.

WHAT ABOUT THE SEO

Search Engine Optimisation (SEO) is a technical, analytical and creative process to improve the visibility of a website in search engines. The primary function of SEO is to drive more unpaid useful traffic to a site that converts into sales. We will build your website with SEO in mind.

OUR WEB DESIGN PROCESS

Making sure that we follow a robust website design process is crucial to the successful completion of every project, as well helping us ensure clients are happy! Web design should always be a close collaboration between client teams and the web design and development team, with the needs the end-user at the forefront.

GOAL IDENTIFICATION

We work with you to determine what goals the new website needs to fulfil, example, what its purpose is.

SCOPE DEFINITION

Once we identify the website's goals, we define the scope of the project, example, what web page and features the site requires to fulfil the goal, and timeline.

SITEMAP

With the scope defined, we can now start thinking about the sitemap, defining how the content and features defined in the scope will interrelate.

CONTENT CREATION

Now we know where we are heading, we can start creating content for the individuals pages, always keeping search engine optimisation in mind. We can create content for you if required (we charge for content creation) or you should have your own content ready.

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VISUAL ELEMENTS

With everything in place, we can start working with you on the visual brand. Depending on you and the project or package chosen, this may already be well-defined, but you might also be defining the visual elements from ground up.

TESTING AND LAUNCHING

Your website is ready, you have all the pages and defined how they display to the site users, it's time to make sure everything is working as expected. We make sure that the site works on all devices, from user experience issues to broken links. After that, it's time to plan and execute your site launch.

WEBSITE DESIGN PRICES

No matter if you are an individual, a small business or a large enterprise. We have the right solution for you! Looking to improve your web visibility and generate more revenue from a wider, global audience? Then you need a website. See our packages and prices below.

If you're setting up a website, you will need a capable and reliable website hosting service you can count on, that delivers value for money.

ONE PAGE WEBSITE DESIGN PACKAGE - £450

One-page website is a website that uses only one page to display all its information and that enables users to find the information they are looking for with simple clicks or quick scrolls.

WHAT WE CAN HELP YOU ACHIEVE

With our fantastic One Page Website Design package, we provide the full range of services to support your start-up's success.

- Content Managed Website – WordPress – Joomla or any CMS of your choice
- Website Theme or Template
- Basic SEO
- Social Media Integration
- Fully Responsive (MOBILE – DESKTOP -TABLET)
- 1 Page
- 4 Sections – Home – About – Services – Contact
- Google Map
- Support and Backup
- Google Submission
- Training – £25/HOUR

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STARTUP BUSINESS PACKAGE - £600

This affordable 5-page website is best suited to individuals, sole traders or start-up businesses.

WHAT WE CAN HELP YOU ACHIEVE

With our fantastic Start-up Business Design package, we provide the full range of services to support your start-up's success, from business website design, social media integration to SEO.

Content Managed Website – WordPress – Joomla or any CMS of your choice
Premium Theme or Template
Basic SEO
Social Media Integration
Free SSL (https)
Free Domain name (1 year)
Fully Responsive (MOBILE – DESKTOP -TABLET)
5 Pages
Facebook and Twitter Setup
Google Map and Contact Form
Support and Backup
Google and Bing Submission
Timeline – Within Two Weeks (2 weeks)
Training – £25/HOUR

PROFESSIONAL BUSINESS PACKAGE 1 - £1700

This affordable professional website package is best suited to individuals, startup, charity, social enterprises, established businesses as a brand new website or an upgrade to their existing website and containing 5-10 pages. A professional logo design and an A5 flyer means you can promote your business in print, and digitally.

WHAT WE CAN HELP YOU ACHIEVE

With our fantastic Professional Business Design package, we provide the full range of services to support your business's success, from a free domain, SSL integration, Free hosting for a year, business website design, Logo design, social media integration to SEO.

THE PERFECT PACKAGE FOR:

Small Businesses, Sole Traders, Startup where an online presence matters and being found in search results matters even more. A business that thrives on its website to generate leads and sales.

Content Managed Website – WordPress – Joomla or any CMS of your choice
A professional Logo and A5 Flyer
Premium Theme or Template
Advanced SEO

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Keyword analysis and report
Video integration
Social Media Integration
Free Website and Email Hosting (1 Year)
Free SSL (https)
Free Domain name (1 year)
Fully Responsive (MOBILE – DESKTOP -TABLET)
up to 10 Pages
Facebook, LinkedIn and Twitter Setup
Facebook pixel integration
Cache, Analytic, Security and Performance Setup
Google Map and Contact Form
3 Revisions (After project completion)
Support and Backup
Google and Bing Submission
Free maintenance (1 Month)
Timeline – Within Four Weeks (4 weeks)
22 – Training – 1 HOUR (Free)

PROFESSIONAL BUSINESS PACKAGE 2 - £3000

This affordable professional website package is best suited to individuals, startup, charity, social enterprises, established businesses as a brand new website or an upgrade to their existing website and containing 5-15 pages. A professional logo design and an A5 flyer means you can promote your business in print, and digitally.

WHAT WE CAN HELP YOU ACHIEVE

With our fantastic Professional Business Design package 2, we provide the full range of services to support your start-up's success, from a free domain, SSL integration, Free Hosting for a year, business website design, logo design, flyer design, social media integration to SEO.

THE PERFECT PACKAGE FOR:

Small Businesses, Sole Traders, Startup where an online presence matters, and being found in search results matters even more. A business that thrives on its website to generate leads and sales.

Content Managed Website – WordPress – Joomla or any CMS of your choice
Premium Theme or Template
Advanced SEO
Keyword analysis and report
Video integration
Social Media Integration
Free Website and Email Hosting (1 Year)
Free SSL (https)
Free Domain name (1 year)
Fully Responsive (MOBILE – DESKTOP -TABLET)
up to 15 Pages
Facebook, LinkedIn and Twitter Setup
Facebook pixel integration
Cache, Analytic, Security and Performance Setup

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Google Map and Contact Form
Revisions (After project completion)
A professional Logo and A5 Flyer
Directory Listings
Support and Backup
Google, Yahoo and Bing Submission
Free maintenance and Support (3 Months)
Timeline – Within Six Weeks (1 Month and 2 weeks)
Training – 1 HOUR (Free)

CUSTOM WEBSITE BUSINESS PACKAGE - £6000

This affordable custom website package is best suited to businesses requiring a website that has custom features and a high level of custom design work. A professional logo design and an A5 flyer means you can promote your business in print, and digitally.

WHAT WE CAN HELP YOU ACHIEVE

With our fantastic Professional Custom Website Design package, we provide the full range of services to support your business's success, from a free domain, SSL integration, Free Hosting for a year, custom website design, logo design, flyer design, social media integration to SEO.

THE PERFECT PACKAGE FOR:

Small Businesses, Charities, Social Enterprises where an online presence matters, and being found in search results matters even more. A business that thrives on its website to generate leads and sales.

Content Managed Website – WordPress – Joomla or any CMS of your choice

Custom website

Advanced SEO

Keyword analysis and report

Video integration

Social Media Integration

Free Website and Email Hosting (1 Year)

Free SSL (https)

Free Domain name (1 year)

Fully Responsive (MOBILE – DESKTOP -TABLET)

up to 15 Pages

Facebook, LinkedIn and Twitter Setup

Facebook pixel integration

Cache, Analytic, Security and Performance Setup

Google Map and Contact Form

3 Revisions (After project completion)

A professional Logo and A5 Flyer

Directory Listings

Support and Backup

Google, Yahoo and Bing Submission

Free maintenance and Support (3 Months)

Timeline – Within Six Weeks (1 Month and 2 weeks)

Training – 1 HOUR (Free)

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WEBSITE DESIGN MAINTENANCE

We provide both Pay As You Go and Monthly Maintenance packages to suit businesses of all sizes. The time can be used for anything related to your website including website updates, graphic design, software updates, search engine optimisation, social networking and online marketing.

Our maintenance packages also cover updating your WordPress or CMS and plugins (vital to keep your website secure) and backing up your website files. We'll also monitor your site for any downtime so we are automatically alerted to any problems. You are in safe hands!

PAY AS YOU GO - £50/hour

Ideal for those who really require their website to be changed on an ad-hoc basis / one-off update.

Website management plans start from £50/hour

Content updates such as text and image changes, blog posts, product price changes and other content changes as required.

Security updates and improvements

Theme & plugin updates

Please read are our Terms and Conditions.

For one-off site updates, our rate is £50 / hour.

BASIC WEBSITE MAINTENANCE PACKAGE - £50/month

Website management plans start from £50/month for priority access to an agreed amount of time every month.

Security updates and improvements protecting your site against cyber-attacks, hacking and free from viruses.

Monthly updates to all CMS Website plugins and theme (WordPress, Joomla, Umbraco, etc..)

Adding blogs, news and events pages on a monthly basis. 2 Content Updates per month (supplied by the client). Images Update (supplied by the client).

Monthly Website Backup and Audit and performance report.

Email and Telephone Support

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MEDIUM WEBSITE MAINTENANCE PACKAGE - £75/month

Website management plans start from £75/month for priority access to an agreed amount of time every month.

Weekly Security, Update and improvements protecting your site against cyber attacks, hacking and free from viruses.

Weekly updates to all CMS Website plugins and theme (WordPress, Joomla, Umbraco, etc..)

Weekly Content Update (supplied by you). Images Update (supplied by you)

Weekly Website Backup – Audit and performance report and broken link report.

Email and Telephone Support

Please read are our Terms and Conditions.

ADVANCED WEBSITE MAINTENANCE PACKAGE - £120

Website management plans start from £120/month for priority access to an agreed amount of time every month.

Daily Security. Update and improvements protecting your site against cyber-attacks, hacking and free from viruses.

Daily updates to all CMS Website plugins and theme (WordPress, Joomla, Umbraco, etc..)

Adding blogs, news and events on a daily basis. Daily Content Update (supplied by you). Images Update (supplied by you)

Daily Website Backup – Audit and performance report, and broken link report.

Email and Telephone Support

Please read are our Terms and Conditions.

On behalf of our team and myself I would like to say thank you very much for your time and trust. Should you have any questions or require any further discussion in dealing with this request, please do not hesitate to contact me.

Best Regards,

**Serge Sanle
Direct and Managing Director
Won Connect CIC**