

# Client Website Questionnaire

## miniBrownRabbit.com



Name: \_\_\_\_\_

Company: \_\_\_\_\_

eMail: \_\_\_\_\_

Current URL: \_\_\_\_\_

1. **Choose your domain name.** Since your preferred domain may already be taken, please prepare at least **three options** to consider.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. **Estimate the Number of Pages.** Provide an approximate count of the pages your website will include \_\_\_\_\_

3. **Website Title** Suggest a working title for your new website. \_\_\_\_\_

\_\_\_\_\_

4. **Business Email Address.** Choose a new email address—ideally one that aligns with your domain name \_\_\_\_\_

5. **Target launch date.** Indicate your desired go-live date for the website. \_\_\_\_\_

6. **What Is the Primary Purpose of Your Website?** Please review the list below and **select your top 5 goals in order of importance.**

- \_\_\_\_ Sell products or services directly online  
\_\_\_\_ Build a strong, favorable impression of your company or organization  
\_\_\_\_ Generate a list of qualified leads or prospects  
\_\_\_\_ Enhance overall customer service and support  
\_\_\_\_ Explore potential new market opportunities  
\_\_\_\_ Keep existing customers informed about product updates and new applications  
\_\_\_\_ Encourage inquiries from new customers via phone or mail  
\_\_\_\_ Provide clients with access to product information and pricing  
\_\_\_\_ Share product information and pricing with suppliers and distributors  
\_\_\_\_ Improve internal company communication  
\_\_\_\_ Use internet-based tools to reduce operational costs  
\_\_\_\_ Other (Please specify): \_\_\_\_\_

**7. Please indicate your needs for artwork, graphics, and written content.**

- ☐ I will provide my company logo.
- ☐ I will supply all written content for my web pages.
- ☐ I have web-ready graphics, photos, and artwork available on disk.
- ☐ I will need assistance with graphics and artwork.
- ☐ I will need help writing the website copy.
- ☐ I require all-new graphics, text, and artwork.

**8. Additional Features You May Want for Your Website**

- ☐ Guestbook for visitor comments
- ☐ Information request forms
- ☐ Customer preference surveys
- ☐ Online order forms
- ☐ Printable order forms (for mail or fax)
- ☐ Secure order forms with credit card processing
- ☐ Online shopping cart functionality
- ☐ Embedded audio
- ☐ Animations
- ☐ Video content
- ☐ Streaming audio and video