Your Details

Name:

Address:

Email:

Mobile:

Telephone:

Skype name (optional):

General Questions

What is the best way to contact you? (by email, mobile, telephone, skype)

When might you normally be available if I need to ask you any questions?

What type of computers / devices do you use? PC or Mac, iPad, iPhone – which models?

What internet browser do you use?

About Your Website

Is this going to be a new website or are you updating or developing / recreate an existing one? If you already have one please let me know the domain name.

Existing domain name:

If you are planning to create a new website:

What is the name of your business or organisation?

What name will you use on the website (if different from above)?

Please describe your business or organisation in one sentence:

What is the main purpose of your new website?

What kind of visitors are you hoping to attract to your website (income, interests, gender, age)?

What actions do you want visitors to take on the site?

Please list the names of three websites that you like and what you like about them:

1.

2.

3.

Out of the websites on my portfolio page are there any designs, layouts or features that you particularly like or don’t like?

Portfolio page: <http://www.adlibsite.com/websites>

This is a good example of one my clients’ websites

Simon Chinnery – artist / painter - <http://www.simonchinnery.com/>

(using one of the best Squarespace templates and several features: serif & sans serif font combination, various image layouts and animations, embedded videos, soundcloud integration, mailchimp newsletter sign-up form, social media integration, Paypal shopping cart, announcement bar at top of site (business plan only), events page with featured events on home page)

Have you researched your online competition (if there is any) so you have an idea of what you do and don’t want on your site?

Please make any further comments about how you envision the finished project, if you like:

Domain Names & Hosting

Have you decided on a domain name yet?

Have you purchased the domain name?

If so, which registrar did you use to buy the domain name?

If you do not have a domain name yet, do you need help in choosing one or registering and buying one?

I usually use 1&1 Internet to purchase domain names, but it can also be done via Squarespace – free for the first year and then £16 per year (for .co.uk and .com sites).

More info here:

https://www.ionos.co.uk/domains/domain-names

https://www.squarespace.com/pricing

https://support.squarespace.com/hc/en-us/articles/205812198-Squarespace-Domains-overview

https://support.squarespace.com/hc/en-us/articles/206541907

Content & Design

Tag-Line, Logo, Graphic Design

 Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features?

If you can come up with a strong tag-line or opening statement or 'value proposition' that would be very helpful and may also be useful for my designer if a logo is required.

Quick definition here: A value proposition is a promise of value to be delivered, communicated, and acknowledged. It is also a belief from the customer about how value will be delivered, experienced and acquired.

Here's a blog that explains more: <https://conversionxl.com/blog/value-proposition-examples-how-to-create/>

Your website should have:

-          Domain name: http://www.simonchinnery.com/

-          Website title or business name: Simon Chinnery

-          Tag-line: Visual works, poems and more, from contemporary UK artist Simon Chinnery

-          Logo (if possible/applicable)

Do you have a logo designed yet? Do you need help with this?

Will you need any other graphic design services? (leaflets, flyers, posters, business cards etc.)

Note: I’ve been working with some excellent graphic designers recently – they can help with: colour palette for website; imagery & icons; logo; business cards; leaflets etc.

Layout, Design, Colours

Do you have an idea of the layout, design and colours that you would like to use?

Let me know another website that has the layout you would like, if possible.

Note - if there is a particular image that you want for your home page, we can pick 1 or 2 colours from that image to use around the site. If a logo is required, I would suggest we work on that first with my graphic designer and then use the colours from that (or as recommended by the designer) on the website.

Website Features / Functions

What features would you like on your website:

e.g. photos galleries, blog, news or events page, videos, audio, map, contact form, testimonials, links to social media, announcement bar (business plan only)

Do you want to publish a regular email newsletter using mailchimp, and enable people to sign up on your site?

Are you planning to do online sales? If so, what is the product, and how many items do you want to sell online?

Is there anything that you do NOT want on your site in terms of text, content, colour, graphic elements?

Website Pages

Do you know how many pages or sections you will need?

Please let me know the names of the main website pages / sections if you know them.

Some examples: Home | About | Testimonials | Prices | Booking | Gallery | Contact

Content

Do you have the written content ready?

Do you have images ready for your website?

Note - I will usually resize and name all images so they are optimized for your website, and for SEO purposes.

Updates & Development

Do you want to be able to update various parts of the website on your own? If so, please explain which parts:

Will you need me to update and develop the website on an on-going basis? How regularly?

Extra Services

Will you need any assistance with content writing, advertising, marketing, social media?

Do you need any photos taken for you, or any photos cropped or edited?

Do you need any filming and/or audio/video editing?

Schedule

When do you need the website and any other materials to be ready?

How soon can you get all the information, content, images etc. to me?

Budget

What is your budget for this project?

Note re. payments – I usually require 50% of the total fee upfront and the remainder on completion of the website.