72 Questions to Ask Your New Web Design Clients

Douglas Bonneville | bonfx.com

1. How does your company handle email?
2. Do you need any password protected areas?
3. Do you have the Pantone numbers for your current company colors?
4. Did you take a look at our portfolio?
5. What is your time frame?
6. Is this a brochure site, or a blog?
7. Who is your audience?
8. Do you have any specifications?
9. What are the website addresses of your competitors?
10. How many other companies have you talked to?
11. Do you need a business card and letterhead?
12. What is your main message?
13. Did you or someone else register the domain?
14. How familiar are you with search engine optimization and best practices?
15. What are several websites you like?
16. Do you currently have a website?
17. Do you or anyone on your staff have Photoshop or other image editing software?
18. Do you need search engine help?
19. Does the site launch need to coincide with a product launch or any other important milestone?
20. Do you need a content management system?
21. How long have you had a website?
22. Do you have photos you need to use?
23. Will several people be editing the site?
24. How many pages do you need?
25. Do you have a catalog or brochure?
26. How do people find your current website?
27. Do you have a newsletter?
28. Are you in touch with the orginal designer?
29. Do you have access to the web server?
30. What are several websites that you like the look of?
31. Do you have control over the domain?
32. Do you need any other promotional material?
33. How familiar are you with usability studies?
34. How important is search engine ranking to you?
35. Is there any specific functionality you need?
36. Will you be providing creative direction?
37. Do you have your content done?
38. Will your IT person be involved?
39. Do you have a logo? What format is it in?
40. How familiar are you with graphic design best practices for web designs?
41. What is your current hosting company?
42. Have you been through the complete web design and development process before?
43. Who are your competitors?
44. How often do you need to update the site?
45. Describe the style of website you are looking for?
46. Is the orginal developer still available?
47. What is your budget?
48. What is compelling about working with us?
49. Do you need an image gallery?
50. Are you are anyone on your staff familiar with HTML and CSS?
51. Is your logo in Illustrator format?
52. Do you need this to integrate with your existing identity pieces?
53. How are you going to maintain the site?
54. What software do you have?
55. How did you find us?
56. Did you read any of our blog?
57. What bugs you the most about websites?
58. Do you need any other graphic design help?
59. Do you need social media tools built in, like Digg, Facebook, Twitter, Stumble Upon, etc.
60. How familiar are you with web standards and web design best practices?
61. Do you need the website to tie into any particular 3rd party applications?
62. Do you need a contact form?
63. Do you have a domain?
64. Do you have any proposals from other design firms?
65. How important is customization to you?
66. Will you want or need help in making changes? If so, would you need help routinely?
67. What do you need your website to do?
68. Do you need ecommerce?
69. Have you considered redesigning your logo?
70. Do you have hosting?
71. Have you considered taking a fresh look at your corporate identity? This a good time to consider refresh or an entirely new identity.
72. When is the last time you updated the site?