Marlena Clark
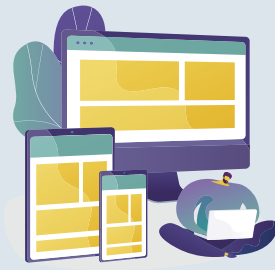
MARKETING AND DESIGN

WEBSITE PLANNING QUESTIONNAIRE

CONTACT INFORMATION

Your Name:

Company Name:

Phone Number:

Address:

Email:

PROJECT DETAILS

Is this a new website or a redesign?

If redesigning, what are the primary reasons for the update?

Outdated design

Poor performance or slow loading speed

Mobile responsiveness issues

Hard to update or maintain

Low conversion rates

Not ranking well in search engines

What is your intended launch date for the new site?

Are there any outside considerations that might affect the schedule (e.g., PR launch, trade show, annual report)?

Do you have a specific budget range already established for this project?

Are you working with any third-party companies or agencies on this project?

Will you be the lead contact for the project?

Current Website (if applicable):

Current (or intended) website URL:

*Stand out in the digital crowd
with a website that shines.*

BUSINESS OBJECTIVES

What is the primary goal or purpose of the website?

How does your company differentiate itself from competitors?

Please list competitor URLs you find compelling and explain why.

Have you conducted usability tests or gathered visitor feedback for your current site?
If so, please include details and any reports or findings.

Are there specific Key Performance Indicators (KPIs) you want to track for success?

Increase in website traffic

Higher conversion rates

Better search engine rankings

Improved customer engagement

Other:

A great website turns curiosity into customers.

LOOK & FEEL

Do you have a logo? Or would you like a new logo?

Do you have brand guidelines for your company?

Would you like brand guidelines to be created?

Do you have specific imagery or photos you want to provide for the site?

Do you need professional photography, video, or illustrations?

What visual elements or content should be incorporated from your current site or marketing materials? (e.g., logo, color scheme, navigation, naming conventions, etc.)

Use a few adjectives to describe how visitors should perceive your new website.
(e.g., prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting-edge)

How is your company currently perceived offline and do you want to maintain the same brand perception online?

Are there specific websites whose design you admire?
Please list examples and explain what you like about them.

CONTENT

Do you have content for the site?

If not, will you be creating content in-house or do you need assistance?

How will the content of the new site differ from your current site?

What pages (main menu names) do you want on your site?

Do you have case studies, testimonials, or blog content you'd like to include?

Are there any legal or compliance requirements (e.g., privacy policies, disclaimers, accessibility) that need to be included?

Do you have SEO keywords or a content strategy in place, or would you like assistance optimizing for search engines?

Your brand deserves a website as powerful as your vision.

MARKETING / AUDIENCE

Who is your target audience?

Provide as much detail as possible, including age, occupation, income level, and purchasing habits. If applicable, describe multiple audience segments.

How frequently is your target audience online, and what do they use the web for?

What is the primary action visitors should take when coming to your site?
(e.g., make a purchase, become a member, search for information)

What are the key factors influencing your target audience to choose your products or services?
(e.g., cost, service, value)

What is the overall message you are trying to convey to your audience?
(e.g., cost-effective, secure, reliable, efficient)

Would you like support with analytics to track website performance?

Do you need ongoing digital marketing support?
(e.g. downloadable guides, checklists, social media, email campaigns)

TECHNOLOGY & FUNCTIONALITY

Who in your organization can respond to technical issues?

Will you need any of the following? (Check all that apply)

Search Engine Optimization (SEO)

Registration (log-in / membership)

Survey / Voting Tools

Mobile / Tablet Optimization

Newsletter Distribution

Photo Gallery

Web Traffic Analytics Tools

Live Chat or Chatbot

Multilingual Support

Other

Will the site need integrations with third-party platforms or tools?

CRM (Customer Relationship Management)

Email marketing platforms

Inventory management systems

Booking or appointment scheduling

Other

Do you have an in-house IT person who can maintain the site?

Will you need redirects from an old site? If so, list the URLs.

Do you have an email marketing account set up? If so, which vendor do you use?

E-COMMERCE

What will you be selling? (e.g., physical products, services, downloadable products)

Do your products have particular features? (Describe options such as size, color, material, finish, etc.)

Do you want users to share products via social media?

How many categories of products will you have? Please list them?

How many products at launch, and how many do you expect in a year?

Would you like to set up cross-selling or upselling on product detail pages?

How will you manage inventory counts?

Will you offer discount codes or coupons? If so, describe how you'd like them to work.

What shipping rules will you have? (e.g., free shipping over a certain amount, flat rate, table rates)

Which shipping carriers will you use?

Which payment gateways and services do you want to offer?

Do you want to allow customer reviews?

A quality website isn't an expense—it's an investment in your success.

SECURITY

Do you require any special security features?

SSL certificate

Two-factor authentication

Data encryption

Other

Do you have a backup and disaster recovery plan for your website?

LET'S BUILD YOUR NEW WEBSITE!

Once you've filled out this guide, let's bring your vision to life. Contact **marlena@marlena-clark.com** to:

Turn your ideas into a stunning, user-friendly website that captures your brand and engages your audience.

Marlena Clark

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