Website Design Questionnaire

Digital Hill will develop a unique, custom and professional design for your website. We get extensive input from you on your goals and target demographic, and can make the design styles consistent with your existing literature and company information. We will create both a main home page design and also a inner page design for your review. We will also design and implement a favicon for your site.

We work with you and do not move ahead on programming until we have your signed off approval. The client supplies logos and images. Other images we need to purchase for the design would be an additional cost and would be approved by the client before purchase.

No one knows your business like you do! Help us design a website that effectively reaches your target audience and meets your goals by filling out this brief questionnaire.

Message & Target Audience

What are your top goals for the website in priority order? *(For example: A 50% increase in online subscriptions.)*

Who is your target audience(s)? Please list any details you know about them.

What is the primary message you wish to convey to your audience?

Business Perception

How does your business differentiate itself from competitors? Why do customers choose your business?

Describe your desired business perception. *(For example: Energetic or low-key? Humorous or serious? Professional or casual? High-tech or traditional?)*

Website

What is successful about your current website and why?

What elements might need improvement and how?

List the primary action(s) *(in priority order)* you wish your target user to take from the main page of your site. *(For example, Download the brochure, subscribe, move along a specific path, email us, call us, order, explore, click a specific button, etc.)*

Brand Identity

List any important words that you want people to associate with your organization's image and brand.

[ ]

What is your tagline?

[ ]

Do you have a high resolution logo?

( ) Yes

( ) No

( ) Not Sure

If yes, what format is it in? (For example: JPEG, EPS, PNG)

[ ]

Do you have a style guide or brand standards?

( ) Yes

( ) No

What fonts do you typically use?

[ ]

Are there any colors that you want incorporated into the website? Please list pantone, cmyk, rgb or hex values if available.

[ ]

Do you have high resolution photos that you want to incorporate into your website?

○ Yes

○ No

If not, who will be providing photos or would you need us to provide stock photography at an additional cost?

[ ]

Design Preferences

Please list the names of three other sites that you like. In the comment section, please articulate why the sites are attractive to you.

Website #1 URL

[ ]

Website #1 Comments

[ ]

Website #2 URL

[ ]

Website #2 Comments

[ ]

Website #3 URL

[ ]

Website #3 Comments

[ ]

Supplied Marketing Media / Visual Identity

These items are essential in helping us begin design work. We use Dropbox to obtain any materials that may be helpful to us. If you are able to upload those materials using this path, please let us know, and we will create and share a directory for you. Otherwise, we always accept materials on CD/DVD, USB drives or via email if the file sizes are not too large.

Next Steps...

- Please email this completed document for review by clicking the "Email Form..." button below.
- We will contact you to set up a date and time to go over any materials and/or questions you have if necessary. This can also be done via email if preferred.
- Once we have received the design questionnaire and any materials you have provided to us we will prepare a design and share with you prior to any Web development.

Additional Comments/Notes

If you have questions about our Website Design Questionnaire, please don't hesitate to email our Creative Director, Todd Sirbek, at todd@digitalhill.com or call us at **(888) 537-0703**.