SC | DIGITAL
DIGITAL MARKETING SPECIALISTS

Client Website Questionnaire

Hello! We are excited to welcome you aboard as an SC Digital partner and look forward to working with you on your new website.

The first step in our onboarding process is our client website questionnaire. The purpose of this questionnaire is to ensure we start the project off with everyone on the same page. This helps us learn more about your company and plan for an effective website. We've found that this helps us cut down on revision time and deliver a much better product.

Please take a few minutes to complete this questionnaire to the best of your ability. If you come across a question that you do not know how to answer, leave it blank and we'll go over it together. If you have any questions along the way, please don't hesitate to reach out. We look forward to getting this information back as soon as possible so we can get started.

1. **If possible, please provide us with the following brand elements** (we'll utilize these elements throughout your website to ensure your website is consistent with your brand). If you're not sure what something is called, please feel free to simply copy and paste your ideas below:

   a. **Preferred colors**. Please be as specific as necessary by including the exact color code if possible. i.e. "blue" means many things. Instead, please either provide a color code for the exact blue and/or an image that showcases the exact blue. If you aren't sure or are open to many options, please indicate as such!

   b. **Preferred fonts and/or typefaces.**

   c. **Preferred photos (please send to us separately).**

   d. **Preferred videos (please send separately).**

   e. **Company Logos.**

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2. **What action do you want visitors to take when they visit your website?**

3. **Who is your desired target audience? What is your target customer concerned about? How do they typically spend their time? What magazines do they read? What books do they read? What TV shows do they watch?**

   What is the most significant benefit(s) you'd like to communicate on this website?

4. **Do you have a specific copy you would like included on the website? If so, please provide.**

5. **Please provide 4-5 examples of websites that you love.   Please also provide input as to *why* you like love websites. (i.e. I love the colors, I love the simplicity of the text, I love how easy it is to find my desired information, I love the imagery, etc.)**

6. **What should be the primary call to action on the website (phone call, email, form submission, etc.)?**

7. **Please list some of the pages you would like to have on your website. We'll get you started!**
   a. **Home**
   b. **Contact Us**
   c. **About Us**
   d. **Services**
   e. **Location**

8. **What are your specific products and services? It's very important for us to understand exactly what you offer in order to build your website around those offerings. Please list them below, along with descriptions.**

9. **Please list the top cities and towns you serve if applicable.**

10. **If there is anything else you'd like to tell us? Please feel free to do so here.**

11. **Please provide us with your domain login information so when the time comes to launch your website, we'll be able to do so.**
    This is typically a login to your GoDaddy account, Network Solutions, SquareSpace, Wix, Weebly, or something of that sort. Additionally, please also let us know if you have domain email addresses. If you do not have this information please let us know.