

Client Questionnaire

Please provide the following information about your business. These questions have been designed to collect the most pertinent data available. Use end of document if additional space is needed.

General Information

Name _____

Street Address _____

City _____ State _____ ZIP _____

Primary Telephone _____ Alternate _____

Website Address _____

General Inquiry Email _____

Lead Generation Email _____

Gmail Account _____

Yelp Account _____

Facebook Account _____

Twitter Account _____

Other Social Media _____

Special information that customers should be informed of (parking availability, disabled access, public transportation accessibility, etc.):

Normal Operating Hours & Special Hours (emergency service, on-call availability, etc.): _____

What is your service area? (Mile radius from your location; city, states, countries, etc.): _

Describe what you do in 20 words or less: _____

What service/product(s) do you provide? _____

Website Launch

What is your target launch date for this website? _____

What are the factors surrounding this deadline? _____

Website Objectives - What are your business objectives over the next two years? Please be as specific as possible regarding the following goals:

Who is your target audience? _____

What is your site's primary message to your target audience? _____

What is your business objective with a new website? _____

What is your competitive edge? _____

Do you have organization marketing goals established? _____

What marketing goals specific to your website are set? _____

Searching for your website- If you were searching online for your products or services, what keywords or phrases would you use? Think like a customer.

Keywords for products/services: _____

Geographic Identifiers (Cities, Counties, States, Countries, etc.): _____

General concepts related to the website (professional, retail, etc.) _____

What is the primary action you want your target audience to take before leaving your website? Please describe as specifically as possible:

What key item(s) should be available to users on **EVERY** page? _____

Perception and Design Please provide any visual elements or styles that can be utilized from existing marketing materials or collateral. You can upload any files you may have onto your project to our online project system. Jordan Creative will provide you with login information.

List three terms describing how your target audience should perceive your website (*Examples: Fun, Conservative, Professional, Expert, Humorous, Service-oriented, Young, Friendly, Progressive, Hip*):

Brand Colors

1. Do you have brand colors? _____ If yes, please provide a color bar for an exact match.
2. If you don't, what colors do you like? _____
3. What colors do you **NOT** like? _____

Logo

1. Do you have an existing logo? _____ If yes, please provide us with a digital and/or print copy.
2. If you don't, would you like us to design one? _____ If yes, provide a general design concept*:

Tagline/Slogan

1. Do you have a company slogan or tagline? _____ If yes, please provide: _____
2. Is your tagline or slogan trademarked or copyrighted? _____
3. If you don't, would you like us to develop one? _____ If yes, provide general guidelines*:

Websites You Like – please list here 3 websites you like and why as well as any additional comments you have:
