



# website questionnaire

**At Immotion Studios, we want to make the most of our time together. The following questions will help us get to know you and your business as we begin the website building process.**

The answers you provide will guide and inform our choices as we move forward with design and development. Please answer these questions to the best of your ability.

## About Your Company

1. What is the name of your company or project?
  
  
  
  
  
  
  
  
  
  
2. What is your company philosophy or mission statement?
  
  
  
  
  
  
  
  
  
  
3. What is your existing tagline or slogan if any?

## Website Needs & Preferences

4. What is the URL of your current site?
  
  
  
  
  
  
  
  
  
  
5. How much, if any, of the existing content will remain on the new website?



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6. What does your current website do well?

7. What does your current website do poorly?

8. What is the overall purpose or goal for this site? Is it B2B or B2C?

9. What functional requirements are needed within the new website?



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10. What visual elements are needed within the new website?

11. Do you have any restrictions/restraints on the design or functionality?

12. What demographic are you looking to target with your website?

13. Do you have a proposed site map prepared? If so, please list below.

14. What social media platforms would you like integrated?



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15. Will you need to post news or other content on regular basis?

16. Do you have website hosting? If so, please providing your hosting information below, including login.

17. List/provide links to 3 websites that you like or feel worked well? Explain what caught your attention or why were you drawn to those in particular.

## **Goals & Objectives**

18. When it comes to marketing (in general), what are your biggest challenges?



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19. Are there any short-term or long-term corporate goals that need to be considered in the website redesign?

## **Your Competition**

20. Who is your primary competition? (Provide website links if possible.)

21. What sets you apart from your competitors? What benefit do you provide that they do not?

22. What elements of these companies and/or their online activity would you like to model after on your website?