

The Visual Element
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Web Site Redesign Client Survey

1. Your company's name and your current registered URL:
2. Who are the primary contacts from your company, and who has final approval on the project?
Please list names, email addresses, and phone numbers.
3. Do you have a launch date (deadline) for the new site? Are there any upcoming events that might affect the schedule (for example: PR launch, tradeshow, annual report)?
4. Do you have a specific budget range for this project?
5. What are the main reasons you want to redesign your site (new business model, outdated site, expanded services, etc.)?
6. What are your main online business goals with the site redesign? (Examples: increased sales, marketing/branding awareness, and fewer customer service calls.) Please discuss both long- and short-term goals.

7. Describe a typical visitor that comes to your current site. How often are they online, and what do they generally use the web for? Give basic demographics: age, occupation, income level, purchasing habits. (Use as much detail as possible in profiling your target user. Profile more than one type if appropriate.)

8. What is the primary and secondary “actions” the site visitor should take when coming to your redesigned site (make a purchase, become a member, search for information)?

9. What are the key reasons why your customers choose your company’s products and/or services (cost, service, value)?

10. How many people (as far as you can tell) access your site on a daily, weekly, or monthly basis? How do you measure your site’s traffic?

11. How do you want visitors to describe the feeling of your site. (Examples: prestigious, friendly, corporate, fun, forward thinking, innovative, or cutting edge.) Does this also describe the way people see your business?

12. How does your company differ from your competitors? Do your customers see this difference? Please list any competitor URLs.

19. How do most people find out about your current site? Do you advertise your site online and/or offline?

20. Do you have short-term marketing plans for the redesigned site (specifically for the 6 to 12 months following launch)?

21. Do you intend to keep the site updated? If so, how often? Who will be responsible for maintenance and providing content?

Additional notes/comments: