



Website Development Client Assessment:

1. Why do you want your website designed or redesigned?

2. What's your business/organization all about?

3. What sets your business apart from your competition?

4. What problems does your business solve?

5. Who are your prospective customers or visitors?

6. What do you want visitors to do on your site?



7. What is your budget?

8. By what date do you need the site completed?

9. What are your long-term plans for your site?

10. Who will be responsible for updating your site?

11. What do you NOT want on your website?

12. What is the general demographic of the typical user?



13. Who is the current hosting provider for the website and what is the domain name, if already owned?

14. What are the brand colors of the organization?

15. What are some adjectives to describe the organization?

16. What types of imagery you best represent the organization

17. What is the first emotion a user should receive from viewing the organization's website?

18. How many pages will the site consist of and what are functionality if any needs to be present on them?



"Where **G**reat Innovations, Design **G**reater Success"
Dynamic Creative Design with a Unique Fluid Professional Perspective

19. What are some examples of websites that you'd like to mold the organization's website after?

20. Who is the point of contact in regards to reviews, edits, delays, status updates and payments?
