

# Consciousness Designs -

## 1 page website design questionnaire

Hello, and thank you for this potential opportunity to build a one-page website for you.

Even though you may only need one page, it is still important that the design is clear, professional, and projects the right image. This questionnaire will get you thinking in some detail about the 'image' you want to portray through your website (and possibly even to reflect on your wider business or enterprise), and allows me to start gathering the information I will need in order to give you a written quotation.

Please provide as much detail as possible, my philosophy is that the more time we spend at the beginning of the process establishing all the details and requirements, the smoother the process will be and the better will be the final result.

Simply answer the following questions and return to me at [martin@consciousnessdesigns.com](mailto:martin@consciousnessdesigns.com)

**Privacy policy:** I am committed to protecting your privacy, and am gathering this information only to allow me to help you with your website. Your personal information is kept strictly confidential, and will never be disclosed to anyone else.

### You and your business

1. Please list your name, day-time phone number, e-mail address (and website address – if you have one)
2. What do you do? Please briefly describe your business and your vision for what you do.
3. What is your core message - ie, what are you about, and what value do you add to the lives of your clients/ customers/ site visitors?
4. What makes you different from other people/ organisations that do the same things as you? (These are often known as your 'USPs' – Unique Selling Points, and they are what help potential customers decide why they would choose you rather than anyone else).
5. Do you have an existing brand; logo, colour scheme, font, etc, which the website has to match?
6. What marketing methods do you currently use/ are you planning to use? Also, please gather together copies of any brochures, fliers, business cards, etc that you use/ have used in the past, as it will be good for me to see these (even if you don't like them, it will help me to know the sort of thing that doesn't 'float your boat') .
7. Do you have a domain name(s) - if so what is it/ are they? If you don't yet have one, please provide 3 potential domain names that you might like, ie [www.yourwebsitenameidea.co.uk](http://www.yourwebsitenameidea.co.uk).
8. Will you require webhosting?

## Your customers

9. Who is your website aimed at? ie - who is/are your audience(s). Please try to be specific about the types of individuals/ groups/ businesses/ etc. that may be interested in what you do. It can be helpful to actually visualise and describe an 'ideal client' sitting at their computer and looking at your site - it doesn't mean that you won't have others as well, but if you are looking to provide a service for a particular type of person or group, then this has a bearing on the layout, images, language, complexity, etc. of your site.
10. What three main questions/ requirements might people have if they are searching for your website?
11. What specifically do you want people to do as a result of visiting your website? Call you to book an appointment, buy a product, sign up to your newsletter, etc?

## Your preferences

12. What type of image would you like your website to portray?

Relaxing & tranquil	Fun & vibrant	Formal & professional
Simple & Zen-like	Modern & contemporary	Off-beat & quirky
Warm & rich	Classic & traditional	Other (please describe)

13. What colours/ tones do you prefer?

Warm (reds, yellows, oranges, browns)	Cool (blues, greens, purples, greys)	
Pastels/ soft shades	Bold/ bright colours	Lots of colours (the more the better!)
Unsure (would like to have suggestions)		

## Functionality

14. What functionality would you like on your website? (Please indicate all that apply)

Video clips/ streaming	Audio clips/ streaming	Image gallery/ slideshow	
Social media links	E-newsletter sign up	Mailing list builder	Anything else?

## Images on your site

15. Will you be providing images for use in your website, and if so approximately how many will you be supplying?

(Please note that if you are providing images they must be either copyright free, or you own the copyright, or alternatively you must have express written permission to use them).

## Your timescale

16. When would you like to have your website completed?

Within 1 month	Within 3 months	No set time
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**Thank you for providing this information, please return to me at: [martin@consciousnessdesigns.com](mailto:martin@consciousnessdesigns.com)**