STUDENT HIRES

CONNECTING STUDENTS WITH VALUABLE JOB OPPORTUNITIES

Website Design Questionnaire

1. What does your company/brand do?
2. Who is your target audience?
3. What is your Unique Selling Proposition (USP)?
4. Do you want to improve an existing website, or create a website from scratch?
5. Do you want your website to be Search Engine Optimized (SEO)? Do you have a list of keywords you'd like to target?
6. What is the URL of your existing website (if any)? What do you like and dislike about your existing website?
7. What is the URL of 2-3 reference websites that you like? What do you like about these websites?
8. What pages do you need on your website?
9. What features do you need on your website?
10. What's the underlying goal of your website?
11. Do you have the content ready for your site?
12. Does your company have a brand book covering things like colors and fonts?
13. If not, what are your preferred colors for your brand?
14. When would you like to launch your new site?
15. What is your budget for the website?
16. Do you need help updating and maintaining your website?
17. Do you need help with blogging and content marketing?

Please include images to be used for the website, and content if applicable. If stock photos are needed, please let us know.