



QUESTIONNAIRE

WEB DESIGN

FOR A BETTER PROJECT REALIZATION

SHAHEEN ZAMANI

Full Stack Web Developer
Edmonton, Alberta

+1 7802781195

www.web2web.ca
shaheen@web2web.ca



Client Information

1. What is the name of your business and what sets it apart from other similar businesses?



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Client Information

2. Who is your target audience, and what kind of experience are they looking for?



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Client Information

3. What are your primary goals for the website (e.g., increase bookings, showcase your amenities, selling the products, providing services etc.)?



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Client Information

4. Who are your main competitors, and what do you like/dislike about their websites?



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Design

5. What kind of design aesthetic do you envision for the website, and what websites do you find visually appealing?



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Design

6. What colours and branding elements should we incorporate into the website design to reflect your brand?



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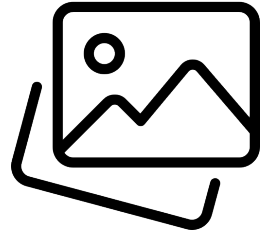
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Design

7. Do you have any photos or videos about your business that we can use on the website?



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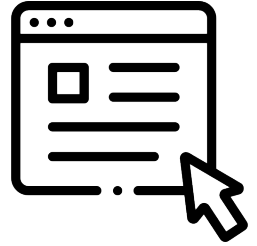
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Content

8. What pages do you want on your website (e.g., home page, accommodations, activities, etc.), and what content should be included on each page?



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Content

9. Does having an Online store alongside the website provide benefits for your business?



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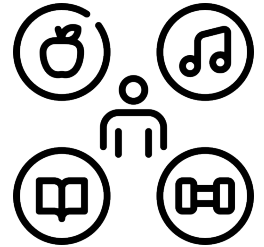
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Content

10. Do you have any activities or experiences that you want to highlight on the website?



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Functionality

11. Do you need any special functionality on your website (e.g., booking system, calendar integration, Content management system, User registration and login, Search functionality, Social media integration, Contact forms, Live chat, Event calendar, Email subscription, Customized landing pages, Language translation, Video or audio players, Interactive maps, Custom calculators, Virtual tours etc.)?



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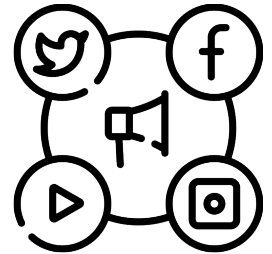
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Functionality

12. Do you want to integrate any third-party tools or services (e.g., social media, payment gateways, etc.)?



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SEO

13. What are your search engine optimization goals, and what keywords do you want to target?



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SEO

14. Do you have any content marketing strategies that you want to implement on the website (e.g. Blogging, Video marketing, E-books ,Social media marketing, Email marketing, Webinars and podcasts, User-generated content, Email newsletter, etc.)?



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Maintenance

15. Do you need ongoing website maintenance and support? How can we ensure that your website stays secure, up-to-date, and running smoothly?



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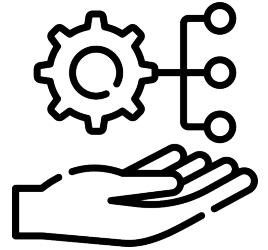
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Maintenance

16. Do you need help with content creation or management for the website? How can we create a plan to keep your website updated with fresh, relevant content?



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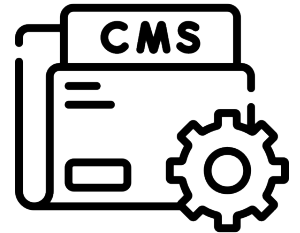
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Maintenance

18. How would you like to handle website updates and maintenance in the future? Do you have a preferred content management system (CMS)?



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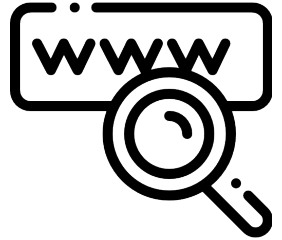
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19. Have you already purchased a domain name and web hosting service? If not, do you need help with these aspects?



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20. What is your budget for the website design and development? Are there any specific features that you would like to prioritize within your budget?



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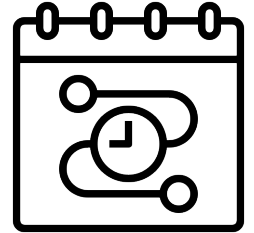
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Maintenance

21. What is your expected timeline for the website design and development? Are there any key milestones or deadlines that we should be aware of?



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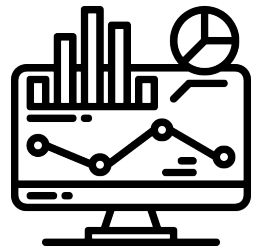
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22. How will you measure the success of the website?
What kind of metrics or analytics do you want to track?



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23. Do you have any questions or concerns about the website design and development process?
How can we address these concerns and ensure that you feel comfortable throughout the project?



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Maintenance

24. What is the best way to communicate with you throughout the project (e.g., email, phone, video conferencing, etc.)?



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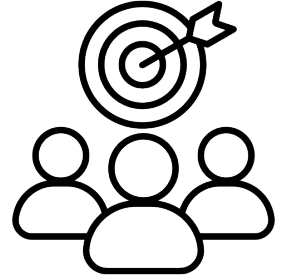
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25. Is there anything else that we should know about your business or website project?



Thank You!

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