



WEBSITE QUESTIONNAIRE

This questionnaire is designed to help you plan and organize the key elements of your website before design or development begins. It walks you through important details such as your brand identity, target audience, website goals, visual style, key features and functionality, and content needs. Use this tool to get clear before you build or refresh your site. *Start here. Build with clarity.*

Goals and Objectives:

1. What are the primary goals for your website?
2. How do you envision your website contributing to your business objectives?
3. Are there any specific metrics you want to achieve with the website?

Target Audience:

1. Who is your target audience or ideal website visitor?
2. What are the demographics and characteristics of your target audience?
3. What are their needs and preferences?

Content:

1. Will you need assistance with creating new content for the website?
2. What types of content (text, images, blogs, articles, videos, etc.) will be included on the website?



Design Preferences:

1. Are there any specific design styles or themes you prefer?
2. Can you provide examples of websites with designs you like or dislike?

Functionality:

1. What features and functionality do you need on your website?
2. Do you require any special features such as e-commerce, user authentication, calendar, or booking systems?
3. Are there any integrations with third-party services or APIs that you need?

Timeline and Budget:

1. What is your desired timeline for completing the website?
2. Do you have a budget in mind for this project?
3. Are there any specific milestones or deadlines we should be aware of?

Maintenance and Support:

1. Will LR Consulting be responsible for maintaining and updating the website after it's launched?
2. Do you require ongoing support or maintenance services?
3. Are there any training needs for your team to manage the website?



SEO and Analytics:

1. Do you have any SEO goals or strategies for the website?
 2. How do you plan to measure the success of the website (e.g, traffic metrics, conversion rates, bookings, etc.)?
 3. Are there any specific keywords or phrases you want to target?
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Legal and Compliance:

1. Are there any legal or compliance requirements that need to be considered (e.g, GDPR, ADA compliance)?
 2. Do you have terms of service, privacy policy, or other legal documents that need to be included on the website?
 3. Are there disclaimers that need to be listed on the website or prior to clients booking?
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Competitors:

1. Who are your main competitors, and what do you admire about their websites?
 2. Are there any features or functionalities from competitors' websites that you would like to incorporate or avoid?
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Future Growth:

1. How do you anticipate your business evolving in the future, and how can the website accommodate that growth?
2. Are there any upcoming events or product launches that we should consider in the website development?

Security:

1. What security measures do you require for your website?
2. Do you need features like SSL certification or regular security audits?
