

DIGITAL MARKETING AND WEBSITE DISCOVERY PHASE QUESTIONS

The discovery phase is when we get a deeper understanding of your project needs so we can best help achieve your goals and get started on a design that meets your expectations. Here is a selection of the questions that will help us to determine your design and project needs. Please fill this out to the best of your knowledge. The more details we receive in this phase, the more accurate our initial designs can be.

What are some of your number one goals for your digital marketing?

Sales Information Branding

What are any secondary goals for the website? What products/services/elements need to be prominently featured?

Why would visitors come to your site? What are they looking to find? What do you want them to find?

Are visitors more likely to use the site on their mobile devices or at a desktop computer?

Provide the websites of your most successful partners or competitors. How would you like to compare? What do you like or not like about their websites?

Do you have current brand guidelines? Please tell us about the fonts, colors, and styles you wish to use. If no, do you have any brands, styles, or websites that you like?

Do you have any websites that you have visited where you liked elements of the design? What are the specific design elements you liked? Please remember that these examples do not have to be in your industry or for similar businesses, as long as you like the look, feature, or function you find on any website, we can use it to influence the design we create for your website.

Please provide a short essential description of your business and how you like to be presented in things like business bios or profile pages.

Does your business have a tagline?

Do you have an about statement, mission, vision document, or other boilerplate content? Can you provide additional branded content or text that we can use to influence or incorporate into your website design?

Can we use information from your current social media pages?
If so, which ones and what is the link or handle for these pages?

Do you have any style or design elements that you prefer?

- Open and Clear with a focus on easy of use Dense and dynamic with full-screen images or videos designed to impress and immerse Light color themes Bright color themes Dark color themes
 Other more specific design styles or elements

What terms would people search for to find you? What search terms are you targeting? What search terms (SEO) would you like to perform best in?

Please list your services/categories/industry niches or other important features.

How are you different from anyone else who does what you do? What is unique about your business, your services, etc? What can we focus on to help you stand out in your field?

If you already have a website, what is currently NOT working on your current website? Where would you like to see the most change? If you do not have a website yet, what concerns do you want to avoid?

What do you like about your current website or your favorite websites that you would like to incorporate into your new website design?

Contact information for your team: Whom will we be interacting with on your team? Should anyone be CC'd on the emails? Who is responsible for the final sign-off on deliverables?

Is there one thing about your new website design that you would like to feature the most?

Who is your target demographic, audience, or client?

What are the biggest challenges within your industry? What does your current marketing strategy look like, and where would you like to grow? What marketing tools can we help integrate into your website?

When this project is complete, how would you like to measure results?

Are there any sensitivities we should be aware of about your brand, industry, market, or audience? (Things to avoid or be careful of)

Is there anything specific you want in terms of how your brand is presented visually?

Is there anything you dislike, can't stand, or definitely don't want in terms of the design?

Are there any special requirements we need to know about?
