

Website Client Questionnaire

Please take your time and answer ALL of the questions. Web design and development is a collaborative process and needs your involvement in all stages.

Company True Enhancement	Contact lyshea
Address	EmailTrue_Enhancement@outlook.com
City, St, Zip	Phone# 07956477925
Phone#	Are there other decision makers? Please specify.NA
Website address – or desired Domain(s) Trueenhancement.com	

Tell me about Your Company.

Please give me a brief overview of the company, what you do or produce?

Life coaching company guidance and support for those struggling with change management in their lives.

What is the purpose of this site?

This section should include an overview of what the general purpose and goal of the web site is. Please put an X (next to the ones that apply to you (OR) Bold Fonts.

- Explain your products and services **x**
- Bring in new clients to your business **x**
- Provide your customers with information on a certain subject **x**
- Deliver news or calendar of events
- Create a blog that addresses specific topics or interests **x**
- Sell a product or products online
- Provide support for current clients

Do you have a time frame or deadline to get this site online? asap

(If you have a specific deadline, please state why.) want an online presence to refer new customers

Target market

Who will visit this site? Describe your potential clients. (Young, old, demographics, etc)
All demographics experiencing illness, trauma, recovery, sudden/long term/anticipated changes.

Why do you believe site visitors should do business with you rather than with a competitor? What problem are you solving for them? I am an inquisitive scholar, pursuing a deeper understanding of the human condition and psyche. In my ongoing studies, my personal and professional life, I have gained substantial knowledge and experience enduring and overcoming adversity. As a coach, I have been able to hone and utilize my skills and insight to empower and equip those contending with the varying challenges of life altering change.

What action(s) should the user perform when visiting your site? Please put an X next to the ones that apply to you (OR) Bold Fonts.

- Call you **x**
- Fill out a contact form**x**
- Fill out a quote form
- Sign up for your mailing list **x**
- Search for information **x**
- Purchase a product(s)

Content

What are you offering? Make a list of all the sections/pages you think that you'll need. (Samples below are just an example to get you started, please fill this out completely.)

Page	Content Notes
Home	Menu headings across top of screen. Home Also to be reached from logo in top left of screen.
Contact Us	Form needed? Yes plus social media links
about	3 pages: about me about company about coaching. Text and images on each.
services	Detail 8 services, each heading leads to a separate page with descriptive paragraph and image.
testimonials	Banner towards bottom of screen 3 images in small circles beside paragraphs
blog	A few articles with images and option to add

	more in future
Calendar/booking system (dependent on requirements)	

Do you have the written content and images/photographs prepared for these pages? **Mostly.**

If not, will you need copywriting and photography services? **doubtful**

Are you willing to commit time/effort into learning how to use Content Management System (CMS) and edit your site? **not too much, im partially sighted.**

Is this a site re-design? **no**

If yes, can you please explain what is working and not working on your current site?

Are you going to need?

- Ecommerce (sell products)
- Membership of any kind **not for now**

Are there any additional features that you would like for your site or things that you would like to add in the future? Please be as specific and detailed as possible.

Design

People are coming to your new site for the first time. How do you want them to feel about your company? **inspired uplifted**

Are there corporate colors, logo, fonts etc. that should be incorporated? **yes**

If you do not already have a logo, are you going to need one designed? **No**

Is there a specific look and feel that you have in mind? **Yes**

Websites of your closest competition

Please include at least 3 links of sites of your competition. What do you like and don't like about them? What would you like to differently or better?

1. <http://womenwalkingwomentalking.com/home-2/>
2. <https://matthewkimberley.com/>
3. <https://www.davidballlifementor.com.au/>

Websites that we like

Along with putting down the site address, please comment on what you like about each site, i.e. the look and feel, functionality, colors etc. These do not have to have anything to do with your business, but could have features you like. Please include at least 3 examples.

1. <http://womenwalkingwomentalking.com/home-2/>
2. <https://matthewkimberley.com/>
- 3.

Marketing the Site

How do people find out about your business right now? **word of mouth**

Have you thought about how you're going to market this site? **Social media?**

Do you have any social network accounts setup? (Facebook etc) **Yes**

Do you want links to those accounts on your site? Yes

Do you have a mail service account? (Constant Contact, MailChimp etc) **No**

Will you want to build your mailing list and use it for advertising & newsletters? **Yes**

Will you want printed materials (business cards, catalog, etc.) produced as well? **Possibly.**

Domain and Hosting

Do you already own a domain name(s)? (www.mygreatsite.com) **No**

Do you have a hosting account already? (This is where the computer files live.) **No**

If yes, do you have the login/IP information?

If no, what name(s) would you like? **TrueEnhancement.com**

Maintenance

Will there be sections that need regular updating? Which ones? **Possibly blog**

Would you like to be able to do most of the updating yourself? **Not really**

If you're planning on writing a blog do you already have several things written? **Yes but incomplete.**

Do you already write on a regular basis? yes

Are there any features/pages that you don't need now but may want in the future? Please be as specific and future thinking as possible. regular blog