Client Onboarding

1. Do you want a new website or your current website redesigned?

    (i) What is the web address/domain name if you have a current website?

    (ii) What are the things you like about your current website?

    (iii) What are the things you want to change about your current website?

2. Describe your organisation in a few sentences.

3. Do you have a slogan or tagline that clearly describes what you offer in terms of services, benefits or features?

4. What makes your business special? What sets you apart from your competition? What is your niche?

5. Why should your site visitors do business with you rather than with a competitor?

6. What are your customer's / client's pain points? What service do you provide or what problem do you solve for them?

7. Tell me about your current customers/clients?

8. What clients/customers are you hoping to reach with this website?

    (i) Describe your ideal customer?

    (ii) What is their income?

    (iii) Their interests?

    (iv) Gender?

    (v) Age?

    (vi) What device do they access the internet from?

9. What are your short-term goals?

10. What are your long-term goals?

11. How do you plan to encourage repeat visitors and referrals?

12. Are you planning to do online sales or eCommerce?

    (i) What type of products are you going to sell?

    (ii) What will the sales process be for the customer?

13. Please list five other websites that you like and tell me why you like them?

14. Have you seen a particular theme on https://themeforest.net/ that you like?

15. If you were searching for your site on the internet, what words or phrases would you use to find your site? Please list these words or phrases in order from most important?

16. Have you researched your online competition so you have an idea of what you do and don't want on your site?

17. Are you seeking search engine optimisation (SEO) services? Includes keyword analysis, competitor analysis, on-page SEO etc.

18. Does your company have a logo?
    (i)   If not do you require our graphic design/logo services?
    (ii) If you do have logos and branding colours established please make these available. A transparent .png file and any vector source documents you received from your graphic designer are preferred.

19. Do you have established brand colours? Please provide your branding guideline document describing the HEX code values (or similar) and font families you use.

20. Do you have website copy (words) already written or do you wish to use our copywriting or copy editing service?

21. Do you have professional photography done?

22. Do you have any licensed stock images that have been purchased for your website?

23. What do you NOT want to be included on your site in terms of text, content, imagery etc?

24. What other methods do you have in mind to spread the word about your website? Social media presence/email campaigns?

25. After launch do you want to be able to make minor changes to the content or write blog posts etc?

20. Do you require a .com.au domain? If so what is your ABN

21. Do you require the purchase of a domain name?

22. Do you require website hosting?

23. Do you require a professional email with @yourcompany?

24. Who will maintain your website after launch?