



## Website Redesign Questionnaire

### Background

1. What are your goals for the website?
2. What is the purpose of the redesign?
3. Who is the typical user(s) or target audience?
4. What info are they looking for?
5. What is the best way to tell your story?
6. What actions do you want visitors to take on the site?
7. Which is the most important?

### Existing Site

1. What's good about your existing site or working well?
2. What areas need improvement or not working well?
3. Do you have any offline marketing materials that the site should tie into?
4. Is the logo and branding staying the same or being updated?

### Site Preferences

1. Do you prefer Horizontal (on top) or vertical (on side) navigation?
2. What features do you think your website should include?
3. Do you have any features or items that you definitely do NOT want on your site?

### Examples/Ideas

1. What are some sites you really like? What do you like about them and what would you improve?
2. What are some sites you don't like? What don't you like about these sites?
3. Are there any websites you would consider "competition"? How do you differ from them?
4. Do you have color preferences, look and feel preferences?
5. Describe your perfect site design
6. How will you know you have a successful website when this is all done?