

Website Discovery Questionnaire

A structured brief for a clear, strategic and effective website.

Please complete as much as possible. If a question is not relevant, write N/A.

Client / company name

Date

Primary contact

Prepared for

HOW TO USE THIS FORM

Type directly into the fields or print and complete by hand.

Specific answers help shape the right scope, content, design and investment.

Company Information

Legal company name

Trading / brand name

Primary contact name

Role / title

Email address

Phone number

Current website URL (if any)

Business address / areas served

What does your company do? Describe your main products or services.

What makes your company different?

Business Goals

What should the new website achieve? Select all that apply.

- | | |
|---|---|
| ☐ Generate qualified leads | ☐ Sell products or services |
| ☐ Build credibility | ☐ Showcase a portfolio |
| ☐ Book appointments | ☐ Educate customers |
| ☐ Recruit talent | ☐ Support existing customers |
| ☐ Launch a new brand | ☐ Other |

What is the single most important action visitors should take?

How will you measure success? Include targets or KPIs if known.

What business problem should this project solve?

Where do most enquiries or sales come from today?

Target Audience

Describe your ideal customer or primary audience.

What problems, needs or motivations bring them to you?

What objections or concerns might stop them from taking action?

Your audience is primarily:

☐

Business to consumer (B2C)

☐

Business to business (B2B)

☐

Local

☐

National

☐

International

☐

Mixed

Are there secondary audiences we should consider?

Branding

Which brand assets already exist?

☐ Logo

☐ Colour palette

☐ Photography

☐ Tone of voice

☐ Brand guidelines

☐ Typography

☐ Illustration / icons

☐ None yet

How should the brand feel? List 3-5 adjectives.

What should the website never look or feel like?

Are there brand rules, accessibility needs or cultural considerations?

Share links to websites, brands or visual references you like - and explain why.

Who will approve design decisions?

Website Pages

Which pages are required?

- | | |
|---|---|
| ☐ Home | ☐ About |
| ☐ Services | ☐ Individual service pages |
| ☐ Portfolio / case studies | ☐ Products / shop |
| ☐ Blog / insights | ☐ FAQs |
| ☐ Testimonials | ☐ Team |
| ☐ Careers | ☐ Contact |
| ☐ Privacy / legal | ☐ Other |

List any additional pages or special landing pages.

Which page or journey is most important, and why?

Do you have an existing sitemap or navigation structure?

Are multiple languages required? If yes, which ones?

Features & Functionality

Which capabilities are needed?

- ☐ Contact / enquiry forms
- ☐ E-commerce / payments
- ☐ Search / filtering
- ☐ Blog / CMS
- ☐ Live chat
- ☐ Reviews / testimonials
- ☐ CRM integration
- ☐ Accessibility features
- ☐ Appointment booking
- ☐ Customer accounts
- ☐ Portfolio gallery
- ☐ Newsletter signup
- ☐ Maps / locations
- ☐ Downloads / gated content
- ☐ Social media feeds
- ☐ Other

Describe any key user journey, workflow or custom feature.

Which third-party tools must connect to the website?

Who will manage website updates after launch?

Content & Media

What content is currently available?

- | | |
|---|---|
| ☐ Final copy | ☐ Draft copy |
| ☐ Professional photography | ☐ Video |
| ☐ Product data | ☐ Case studies |
| ☐ Testimonials | ☐ Team biographies |
| ☐ None / to be created | |

Who is responsible for content?

- | | |
|--|--|
| ☐ Client | ☐ Agency / designer |
| ☐ Copywriter | ☐ Shared responsibility |
| ☐ To be decided | |

What new content must be created, rewritten or migrated?

Are there must-use messages, offers, claims or calls to action?

Where are the current files stored, and who can provide access?

SEO

Which locations, services or products should the site rank for?

List priority search terms or topics, if known.

Existing SEO resources:

☐

Google Analytics

☐

Google Search Console

☐

Google Business Profile

☐

Keyword research

☐

SEO agency / consultant

☐

None / unsure

Are there existing URLs, rankings or backlinks that must be preserved?

Are paid search or social campaigns planned?

Competitors

List 3-5 direct competitors and their website URLs.

--

What do competitors do well online?

--

Where do competitors fall short?

--

How should your website position you differently?

--

Technical Requirements

Current setup or preferences:

- | | |
|--|--|
| ☐ Existing domain | ☐ Existing hosting |
| ☐ Preferred CMS | ☐ E-commerce platform |
| ☐ CRM | ☐ Email marketing platform |
| ☐ Cookie consent tool | ☐ No preference / need advice |

List domain, hosting, CMS or platform details (do not include passwords).

Are there security, privacy, legal or compliance requirements?

Which browsers, devices or accessibility standards are essential?

Who can provide technical access when required?

Timeline & Budget

Ideal launch date

Is this date fixed? Why?

Are there milestones, campaigns or events that affect the schedule?

Indicative project budget:

☐

Under £2,500

☐

£2,500-£5,000

☐

£5,000-£10,000

☐

£10,000-£20,000

☐

£20,000+

☐

To be discussed

What should the budget include? Note any separate allowances.

Who is the final decision-maker, and what is the approval process?

Are other suppliers or internal teams involved?

Post-Launch Support

What ongoing support may be needed?

- ☐ Hosting
- ☐ Security monitoring
- ☐ SEO
- ☐ Conversion optimisation
- ☐ Technical support
- ☐ Maintenance / updates
- ☐ Content updates
- ☐ Analytics / reporting
- ☐ Training
- ☐ None / unsure

How often do you expect to add or update content?

Who should receive training, and what do they need to manage?

Are there future phases or features we should plan for now?

Final Notes

What would make this project feel like a clear success to you?

Is there anything else we should know before preparing a proposal?

Questions you would like us to answer

Completed by

Date