White Cat Media

New 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.

Personal/Business Information

Name:

Business Name:

Mobile Phone:

Email Address:

Work Phone:

Goals and Objectives

What is the mission or purpose of your business? How do you hope your website will help to achieve this goal?

Do you have a tagline? If so what is it?

What are the top priorities of your website? For example "generate sales" or "purely informational."

Do you want people to: (Check all that apply)

- ☐ Learn more about your business or organization?
- ☐ Hire you to perform a service?
- ☐ Buy products from you?
- ☐ Join your organization?
- ☐ ☐

Target Audience and Related

Who is your target audience or community? Who do you think will be using your website the most?

Who is your competition? Please include business names and websites addresses.

Graphic Design and Layout

How you want your website to look? Let us know if there are specific colors, fonts, imagery, or other design aspects that we need to know about.

Please list 2-6 websites that you really like and describe what you like about them specifically (e.g. organization, colors, menu navigation, imagery, online shop etc.)

Search Engines and Ranking

Please enter a single-sentence description of your website and how YOU think it should be listed by search engines:

Please enter keywords or short phrases that describe your website, your services, and your website objective (e.g. 'adventure tours' or 'hawaii hardwood floors')

Website Features

What content pages do you need for your website? Please list as many as you know you need (e.g. "about us", "contact us", "shop", "gallery", etc).

[ ]

Are you interested in adding any other special features to your website (additional fees may apply)?

- [ ] Calendar
- [ ] Guestbook
- [ ] Testimonial
- [ ] Photo Gallery
- [ ] Shopping Cart
- [ ] Newsletter Engine
- [ ] Polls/Surveys
- [ ] Music Player
- [ ] Banners or Pay-Per-Click Ads
- [ ] Other? Please

Specify: [ ]

Are you selling products online? If so, please give us some details about the items you want to sell.

How do you plan to receive payments (Bank Transfer, PayPal, Credit Card, Pay on Delivery)?

[ ]

List your product categories (Jewelry, Weaves, Wigs, Hair Products, Accessories, Closures, Shoes, Tops etc)

List 20 prominent products in your store for the commencement of web development. Please attach their pictures and product details via email to mails@whitecat.media

Social Media

Please list your company links on various social media

FACEBOOK:
TWITTER:
INSTAGRAM:
PINTEREST:
LINKEDIN:
YOUTUBE:
GOOGLE+:
FLICKR:

Company Branding

Building a new website means you are upgrading your online brand. However, your offline brand should go hand in hand with the online brand so there is a uniform brand.

Do you need any offline designs? (Check all that applies)

LOGO
SHOP SIGNAGE
SIGN POST
COMPLIMENTARY CARD
IDENTITY CARD
RECEIPT
LETTERHEAD
BIG ENVELOPES
SMALL ENVELOPES
PROMO FLYER
ROLL UP BANNER
PAPER BAG
PLASTIC BAG
CATALOGUE
MUG
T-SHIRT
POLO
PRODUCT TAGS
STICKERS
NOTEPADS

Miscellaneous

Use here to communicate anything we might have missed.