Website Kickoff Questions

1. What are some examples of websites that you really like? What do you like about them?
2. Please list the websites of 2-3 competitors. What do you like about them? What do you dislike about them?
3. What are your primary goals for your new website?
4. What calls-to-action should be on the site? (Or put another way, what is the single most important action you want site visitors to make?)
5. What functionality would you like the site to have?
6. How many pages do you see the website having? Please describe.

1. What colors do you like? Dislike? (If you’re not sure, let us know what colors you like, or just go to <https://designschool.canva.com/blog/100-color-combinations/> … this has a number of combinations that should give you some inspiration.)
2. Do You Currently Have A Domain Name And A Hosting Plan In Place? Please Give Details.
3. Do you have social media accounts you’d like to link to this website? If so, which ones?
	1. Also, let us know if you DO NOT want social media accounts tied to this site.
4. Will you or your staff want to edit pages or manage the site?
	1. **If yes**, what’s your technical skill level?
		1. I’m not an expert and would need a lot of direction.
		2. I’m capable but would need clear direction.
		3. I’m advanced and can learn very quickly.
5. Please provide any other feedback or comments that will help us see the picture of what you’re envisioning for your site.

# Website Copy: Understanding Your Story

1. What do your clients want?
	1. What is the external problem they’re facing?
	2. What is the internal problem they’re facing? (How does this make them feel?)
	3. What is the philosophical problem they’re facing?
2. As your client’s guide, how do you empathize with your clients? How can you relate?
3. What is your authority in the marketplace? Essentially, what makes you the expert they should follow?
4. What is your plan to take them from where they are, to where they want to be? What are the steps?
5. What is the call-to-action? What do they need to do to engage with you?
6. What is at stake for your clients?
	1. What will they gain by working with you?
	2. What do they stand to lose by not working with you?
	3. What industry trends are your customers missing?
	4. What should they know about that will help them grow?
	5. What should they know about that could harm their business?

# Timeline

Approximate timelines:

Design Phase\* – 2-3 weeks

Development Phase\* – 2-3 weeks

\* *This project timeline is dependent on you providing the required art assets to build the site, for example personal images, custom copy etc.*