



Getting Started with your Website Q&A

The questions below will help outline your goals and objectives which give me an idea of the scope of your project, and your readiness to move forward.

If you prefer a Word .doc version of this file, click here: <http://mosaikweb.com/wp-content/uploads/docs/NewClientQ&A - WebDownload.docx>

Please start by providing: Your Name _____
Your Email _____

Project Purpose/Goals

Your website should quickly reflect the key things that you want people to know about you and set a tone or feeling that helps people understand you and your business.

1. What are the three key things about your business that you want people to know.

Of course there was a reason that you decided to create or update a website. It might be to attract new customers; to provide information or tools to existing customers; to be able to easily keep clients informed (sales, new products, office hours, etc.); to be able to have a link included in affiliated organizations and so on. We want to be sure that the new website meets your objectives.

2. What is the #1 reason that you want a new or updated website (specific for both websites)?
3. When people visit your site, what actions would you like them to take. Please identify the top two. For example: call you; send an email; join a mailing list; "follow you" on social media; buy a product?

Although we focus on the key messages as a way to (1) give viewers a quick synopsis and (2) hopefully have them respond in one or more of the ways you identified above in #3, we can include everything and anything that you would like on your website. There is no limit to the number of pages, the number of images, or the amount of content. Your website will be designed to be flexible and scalable. So no worries about feeling locked in to what you start with - you can easily start small with key content and expand over time.

4. What content will you want at a minimum when we launch your website?
5. What additional content might you consider also wanting to include either now or later?

Mosaik Web will typically design and develop your new website and will add the content and images that appear on your website. However, the actual wording/text (and typically images) will come from you the client. We can help fine tune your content, and present it in an appealing way - but no one knows your business like you do!

6. Do you have most of the content that we will need to populate the website pages?
7. If "no" to #6, are you prepared to develop/provide the content, and what sort of time frame do you anticipate?



Project Design

To design your website, it is helpful to know as much as possible about your likes, dislikes and goals, as they relate to your website. I have some questions that I ask new clients to help me get started with our first pass at a design for your website.

One great starting point is to identify websites that you like as well as websites that you don't like – these do not have to be competitors or related to your business – it is about what appeals to you. Both your likes and dislikes provide valuable feedback. It may be the color scheme, the layout or any activity on the page (moving images), the tone or nature of the content...we all find websites appealing, or not, for different reasons.

1. Please list three websites that you like and specify the reasons why you like them.
2. Please list three websites that you do **not** like, and the reasons why you dislike them.

Visually color definitely sets a mood and tone. It would be helpful to know what colors you feel will best reflect your business. If it helps to view some color schemes you can go to this link:

<http://www.colourlovers.com/web/palettes> -- there are MANY pages, you do not need to scroll through all of them – this is just to get an idea.

3. Please list three color schemes or main colors that appeal to you (you can refer to the link above or reference examples of websites with color schemes that you like as possible ways to share your thoughts)
4. Please list three color schemes that you **don't** like for any reason.

Also if you have anything visual that you know we will want to incorporate into your site such as a logo, some specific images, or anything along those lines – that can end up affecting the direction we take.

5. If you have any images (logos, banners, photos) that you know we will incorporate on your site, if possible please send them to me electronically. Will you want to carry over anything from your existing site or start from scratch or possibly have new logos/material?
6. If you happen to have any business cards or flyers and want the site to look similar to or compliment the flyers, please find a way to get me a flyer (take a picture and send it, scan it and send the file, or drop it in the mail)
7. Tell me about your intended audience. What types of people do you expect to be viewing your site? What search terms will they use to find you using Google or some sort of Search Engine?



Project Logistics

These questions help us understand what is involved with setting up your new website, or redesigning your existing site. If any of the questions below are confusing, please refer to this link:

<http://mosaikweb.com/website-design-faqs/#hosting>

1. Do you currently have a domain name? (www.mydomain.com)
2. If “yes” to #1, do you own and have access to the account for your domain?
 - a. Who is your account with (Bluehost, GoDaddy, etc)?
3. Do you currently have established website hosting?
4. If “yes” to #3, do you own and have access to the account for your domain?
 - a. Who is your account with (Bluehost, GoDaddy, etc)?
5. Do you have an existing WordPress website that we will be updating or replacing?
6. If “yes” to #5, do you have an Administrator login?
7. What email address will you use/publish on your website?
8. What budget have you set for your project?
\$1500 or less _____ \$1500-\$2500 _____ \$2500 - \$4000 _____ +\$4000 _____

Thank you for taking the time to review and answer these questions. Please send your response via email to:

Laura@Mosaikweb.com

Kind, Regards, *Laura*  *Mosaik Web*

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