Jansen Internet Consulting Initial Client Interview Form

Business Questions

These questions will help me gauge your business model or idea, making it easier to choose which design is best suited to your objectives. Give me links when possible.

Please enter the link of your current website (if any):

> *Answer here*

Provide a detailed description of what your company does, for whom, the typical sales process, and what the website/project should achieve (e.g. generate leads, sign people up to your newsletter, buy your products etc.)

> *Answer here*

What services do you want to highlight for the new website? List as many as relevant.

> *Answer here*

Please provide a link to your buyer persona document or describe one of your typical buyers in a detailed manner:

Answer here

Please provide links to your competitor's websites if any:

Answer here

Project Questions

These questions will help me scope the requirements of your website project and provide you with a quote.

Do you need to create a new website or re-design one?

Answer here

What pages do you need on the new website? (About, Pricing, Features, Blog etc.)

Answer here

When would you like to launch the new website?

Answer here

Do you already know what platform / CMS you want to use for this website?

Answer here

Do you already know which keywords you'd like to target for your SEO (Search Engine Optimisation) efforts?

Answer here

Do you have a ballpark idea of the budget for this website?

Answer here

Post-Sale Questions

These questions will help me provide you with a website/project that is as close to your expectations as possible from the start, reducing the need for revisions and increasing the likelihood you'll be satisfied with my work.

Please provide 3 to 4 URLs of websites that inspire you:

Answer here

Why do they inspire you? What do you like about them?

Answer here

Describe your ideal website in a detailed manner. Include information like key messages you would like to include, your product positioning, and visual features you'd like to see (dropdowns, animations, large sections, etc.)

Answer here

Do you have any imagery or text to support the design process? If so, please provide links to the source files:

Answer here

Please provide a link to your brand guidelines (if any):

Answer here

Add any additional information required for us to deliver a great website or project outcome:

Answer here

Let's do this!

Email this document to lars@larsjansen.co.nz or get in touch with me and we can organise a date and time to go through this together.