

Web Design Client Questionnaire Template

Fill in every [bracket], delete the guidance in italics, and send it as a PDF, paste it into a doc, or rebuild it as a form. Written for web designers; works in Google Docs, Word, Notion or any form tool. Send it before the kickoff call, so the call is for decisions, not for collecting basics.

Website Questionnaire for [Client business name]

Prepared for: [Client contact name], [Client business name]

Prepared by: [Your name], [Your studio]

Please return by: [Date, for example 5 days from today]. *Put the date at the top of page one and set yourself a reminder two days before it.*

1. About the business

The basics, in the client's own words.

1. Business name and what you sell: [_____]
 2. Who are your customers? [_____]
 3. What makes you different from the businesses nearby or online? [_____]
 4. The one job this website must do: [_____]
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2. The goal

One question, so you can judge every design choice against it.

When a visitor lands on the site, what should they do? Tick one main action and write any others below.

- ☐ Call us
- ☐ Book an appointment or a call
- ☐ Buy something
- ☐ Fill in a request form
- ☐ Other: [_____]

How will we know the site has worked? [for example: the booking form is live and used within the first month]

3. Style: examples, not adjectives

"What style do you like?" usually gets "clean and modern", which fits every site. Ask for examples and a reason instead.

Send me 3 websites you like and 1 you don't. One line on why for each.

	Link	What you like (or dislike) about it
Like 1	[____]	[colour, layout, feel, how it reads]
Like 2	[____]	[____]
Like 3	[____]	[____]
Don't like	[____]	[____]

Logo, brand colours and fonts: [attached / link / we don't have them yet]

4. Content and dates

"Do you have your content?" is a yes or no with no date. Name who writes it, who sends it, and by when.

What	Who provides it	Due
Text for each page ([Home, About, Services])	[Client / we write it: add-on]	[Date]
Logo files	[Client]	[Date]
Photos ([number], at least [size] wide)	[Client / stock images]	[Date]
Testimonials, team bios, prices	[Client]	[Date]

How to send files: a shared folder link (Google Drive, Dropbox or similar) works well. *If you use Google Forms, note that Google's help page says responders need to sign in to a Google Account to answer a file upload question. A folder link avoids that.*

If content is late: the launch date moves by the same number of days.

Copy this when it is late: "Copy and photos were due the 5th. The launch moves one day for each day they're late."

5. Pages and features

Tick what they need, so the answers match your proposal.

Pages (tick all that apply): ☐ Home ☐ About ☐ Services ☐ Contact ☐ Blog ☐ Other: [____]

Features:

- ☐ Contact or booking form
- ☐ Online shop or payments
- ☐ Newsletter sign-up
- ☐ Map and opening hours
- ☐ Other: [_____]

Anything on the old site (if there is one) that must stay? [_____]

6. Access and ownership

Do not ask for passwords. Ask who owns the accounts and who can invite you.

	Answer
Who owns the website account?	[Name, email]
Who owns the domain name, and where is it registered?	[Name, registrar]
Who can invite us as a collaborator?	[Name, email]
Where is the current site hosted (if any)?	[____]

What we will send you: an invitation for the platform ([Squarespace, Webflow, WordPress.com, Wix, Framer]). Please accept it with your own account; you do not need to send us a password.

For example, Squarespace's help page says only owners and administrators can invite contributors, and that each domain manager needs their own Squarespace account. WordPress.com's help page says you can invite people to create their own user account on your site. Check your platform's own help page.

7. Feedback and decisions

One named person, so you do not collect five opinions on one draft.

- Final feedback comes from: [name]
- Anyone else who needs to see it before launch: [names]

- Best way to reach you: [email / phone / text], usually within [____] business days.
 - Feedback arrives as one list per draft, within [5] business days.
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8. Anything else

- Deadlines or events the site must be ready for: [_____]
- Things you definitely do not want: [_____]
- Anything we should have asked and didn't? [_____]

Thank you. Please return this by [date]. Late answers move the schedule by the same number of days.

Name: [_____] **Date:** [_____]

Sending this to every new client? Workspace369 can host it as an intake form on your site: submissions land in your Requests inbox and one click turns a request into a client:

[https://workspace369.com/solutions/client-intake-form-software/?](https://workspace369.com/solutions/client-intake-form-software/?utm_source=template&utm_medium=download&utm_campaign=web-design-client-questionnaire-template&utm_content=form)

[utm_source=template&utm_medium=download&utm_campaign=web-design-client-questionnaire-template&utm_content=form](https://workspace369.com/solutions/client-intake-form-software/?utm_source=template&utm_medium=download&utm_campaign=web-design-client-questionnaire-template&utm_content=form)

This template is general information, not legal advice. Have anything contractual (ownership, payment, who is responsible for content) checked by someone qualified where you work.

Template from the One Person Agency channel. Our #1 pick is Workspace369.

Example: the same questionnaire, filled in

A fictional studio and client, so you can see what "specific" looks like. Your answers will differ.

Website Questionnaire for Harbor Dental

Prepared for: Dana Ruiz, Harbor Dental · Prepared by: Maya Reyes, Reyes Web Studio · Please return by: the 5th

1. About the business. Harbor Dental, a family dental practice. Customers: families within 10 miles. Different because: evening and Saturday hours. The one job: let new patients book a first visit online.

2. The goal. Main action: book an appointment. It has worked when the booking form is live and used within the first month.

3. Style. Likes: three dental or clinic sites Dana picked, each with one line ("warm photos", "prices easy to find", "big phone number"). Doesn't like: one site, "too much text on the home page". Logo and brand colours: attached.

4. Content and dates. Page text for Home, About, Services, New Patients, Insurance, Contact: Dana's team, due the 5th. Logo files: Dana, due the 5th. 8 photos of the practice: Dana, due the 5th. Files go in a shared folder; the link is in the invitation email. If anything is late, the launch moves by the same number of days.

5. Pages and features. Six pages (as above). Features: booking form, map and opening hours.

6. Access and ownership. Website account: Dana. Domain: Dana, registered at a domain registrar. Who can invite us: Dana. We send an invitation; Dana accepts with her own account. No passwords by email.

7. Feedback and decisions. Final feedback from Dana only. Feedback as one list per draft, within 5 business days.

8. Anything else. Must be ready before the spring open day. Doesn't want stock photos of people.

Fictional example. The studio, client, dates and numbers are made up to illustrate the template.