

# Website Redesign Sample Questionnaire

## Brand Information

List out your company name, address, color codes, logos (and logo use), slogan/tagline, mission statement and vision statement.

## Brand Self-Description

How does your company view your brand? List out adjectives that you think accurately describe your company.

## Persona Pain Points & Solutions

List the top pain points of your ideal buyer personas. What solutions does your business have for solving those pain points? Explain.

## Top Competitors

List out any main competitors in your industry. Note strengths and weaknesses about their company and online presence.

## Website Inspiration

Provide any websites you like, and note what specific elements you like about each. Include the URL to each website and a brief description of ways you'd like to see their elements incorporated into your own website design.