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.