websmithian

Website Design and Consulting Services

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New Client Interview Questions

When we have our kick-off meeting, by phone or online, these are the questions I'll be asking you. The session will be recorded and submitted to AI for interpretation, transposition to text, and summation. I will provide you with a copy of them when they're complete and they will form the basis of the outcome.

Please give as much thought to the answers to these questions as possible, because the more information you can provide, the better the results will be.

1. ***Describe your business. What's your "elevator pitch?"***
   An elevator pitch is how you'd describe your business and its purpose to someone REALLY briefly.
2. ***What's the business' history?***
   How and when did it form? Who made it? Who owns it? What has happened so far?
3. ***What are your business' key values?***
   Every person, business, or organization should have some things that it stands for and is passionate about. They're the things that make it different from competitors. Examples might be that you give some of your profit to charity, or that you only sell locally made products.
4. ***What does the future look like for your business?***
   Are you on an upswing, treading water, or is business declining?
5. ***Who are your direct competitors?***
   I will research the online presence and websites of those with whom you directly compete. That way, we can establish the bar that we'll be exceeding! URLs to competitors' websites would be helpful here.
6. ***What makes you different from your competitors?***
   What's your unique selling proposition? Are you the fastest, or the highest quality, or the least costly? If someone compared your business to others, what would they say was superior?
7. Are there any important words that you want people to associate with your image and brand? Examples: Fun, innovative, trustworthy, knowledgeable, economical, stable.
8. ***When searching online, what long tail keywords might people use to find your site?***
   "Long tail keywords" are actually phrases, comprised of two, three, or even four separate words that are very specific to what you are selling and/or what your potential visitors will be entering into the search box of Google, Bing, or Yahoo! You know your potential customers better than I do, so think hard about what terms they would be using to find you, keeping in mind that the search term "pizzeria edmonton" is different than "pizzeria alberta" or "pizza edmonton."
9. ***What geographical areas or territories does your business operate in?***

10. ***Do you have any preferred website colours? Would its theme be dark or light?***
    The colours used in websites are typically derived from those in the company logo. If there are others to be added, or you don't currently have a logo, are any preferable to you? Dark website themes typically have black or very dark backgrounds with light-coloured text and often present a product or service as being luxurious and/or high-valued. Light websites are more common and the opposite, to some degree, and are generally easier to read for most people. They reflect more in the characteristics of stability and reliability.
11. ***Are there any particular fonts (typestyles) that you desire for the website?***
12. ***Do you already have some content that is intended for use in the new website?***
    "Content" is website-speak for photos, graphics, articles, case studies, diagrams, descriptions—literally anything that will fill the pages of your website. The AI bot and I can only come up with so much, so the more you can provide, the better, because it all contributes to us (and prospective customers) knowing more about your enterprise.
13. ***What types of things do you encounter on websites that you really dislike?***
14. ***What types of things do you encounter on websites that you really like?***
    Any examples of these would be helpful.
15. ***Does your business currently have accounts on social media?***
    These would be sites like Instagram, Facebook, X, etc.
16. ***What will define this website project as being successful?***
    What are you ultimately hoping to gain or accomplish with this new website?
17. ***Do you have any specific requests regarding the new website's design, functionality, character, or content?***