Website Project Intro Questionnaire

Thank you for your interest in working with GeoClick. This brief questionnaire will help us understand your current website, business goals, and priorities before determining the next step.

Complete as much as you can. If you do not know an answer, you may leave it blank.

ABOUT YOUR BUSINESS

1. In a few sentences, how would you describe your business and what you currently offer?

2. Who is your primary client or customer?

YOUR CURRENT WEBSITE

3. What is the main reason you are considering a website redesign now?

4. What do you believe is not working well with the current website?

5. You mentioned that website traffic has declined. Approximately when did you begin noticing the decline?

6. Do you currently have access to website analytics such as Google Analytics or Google Search Console?

- [ ] Yes
- [ ] No
- [ ] Not sure

YOUR GOALS

7. What are the three most important things you would like the new website to accomplish?

8. Which of the following are priorities for the project? Select all that apply.

- ☐ Generate more client inquiries
- ☐ Improve search visibility and website traffic
- ☐ Strengthen or reposition the brand
- ☐ Educate visitors through content
- ☐ Develop new revenue opportunities
- ☐ Attract partnerships or collaborations
- ☐ Improve the overall website experience
- ☐ Other

9. Are there specific websites or brands whose direction you would like us to consider? If so, what do you like about them?

PROJECT BASICS

10. Do you have an expected timeline and approximate budget range for the project?

11. Is there anything else you think I should know about the business or website before we determine next steps?