

```
</>  
</>  
<nav>  
  <li>  
    <li><a class="active" href="#home">  
      Home  
    </a></li>  
    <li><a class="scroll" href="#service">  
      Service  
    </a></li>  
    <li><a class="scroll" href="#product">  
      Products  
    </a></li>  
    <li><a class="scroll" href="#portfolio">  
      Portfolio  
    </a></li>  
    <li><a class="scroll" href="#team">  
      Team  
    </a></li>  
    <li><a class="scroll" href="#contact">  
      Contact  
    </a></li>  
  </li>  
</nav>  
</div>
```

```
class="logo">  
    
  
</a>
```

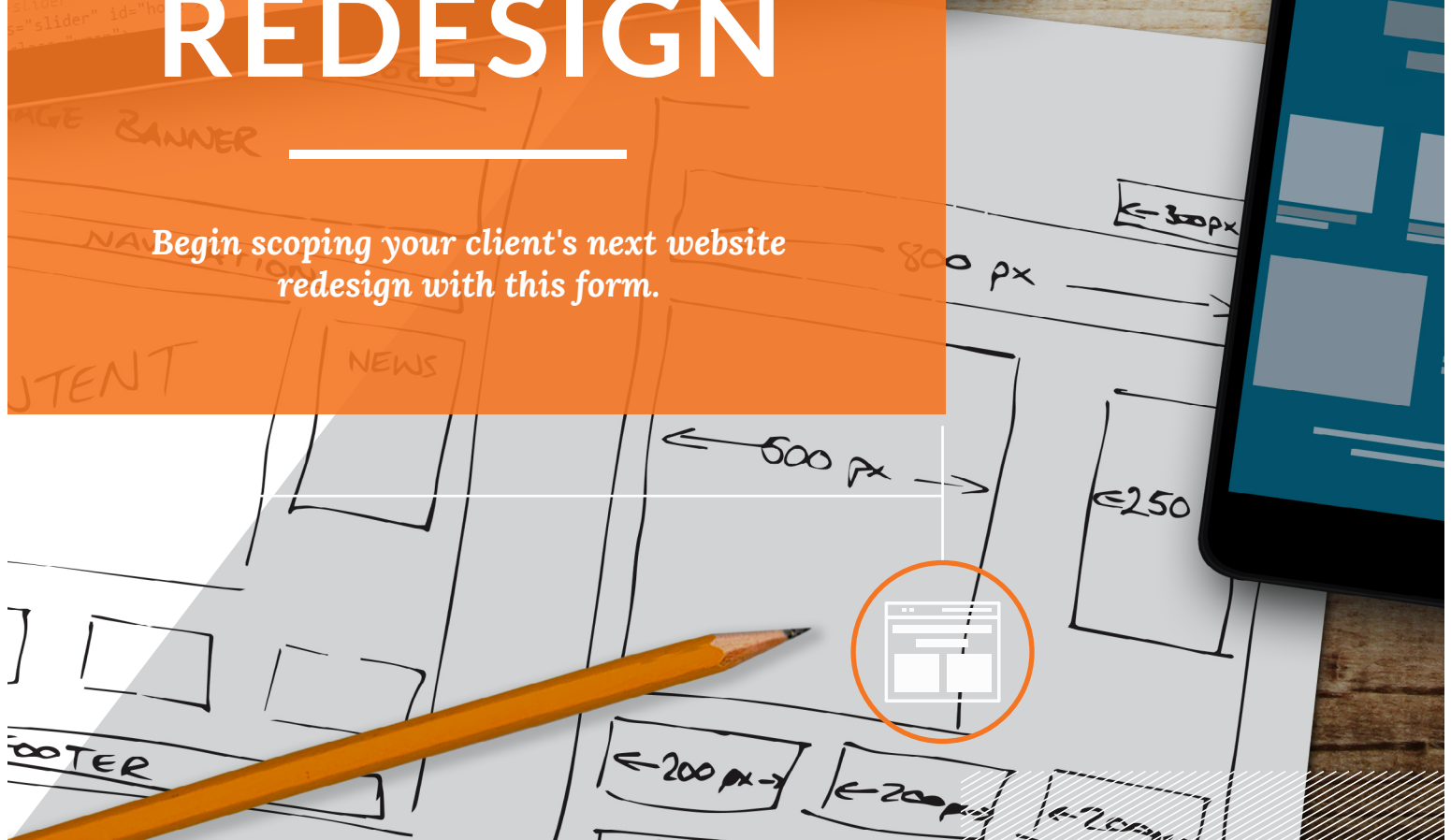
CLIENT QUESTIONNAIRE

WEBSITE REDESIGN

Begin scoping your client's next website
redesign with this form.



HUBSPOT
PARTNER
PUBLICATION





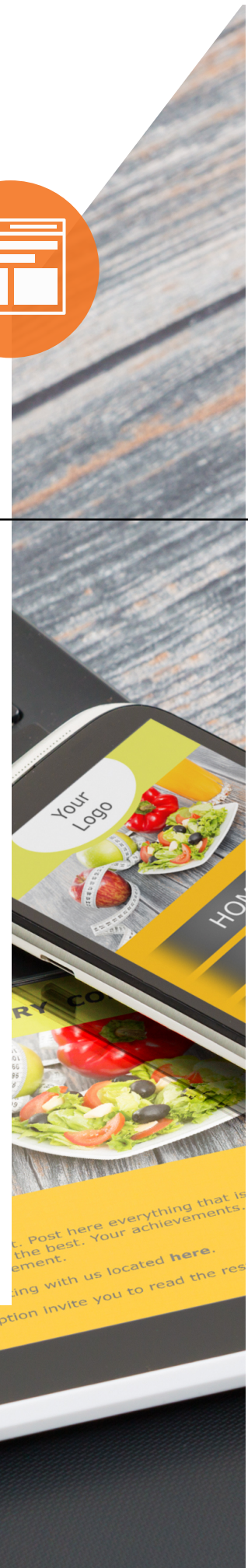
INTRODUCTION

PLANNING A CLIENT WEBSITE REDESIGN

In a recent [survey](#) of more than 6,000 companies, 57% of respondents said they planned to redesign their website in the next year. More and more companies are making their websites a priority budget item, hoping to generate more business from their digital marketing efforts.

But a redesign isn't an easy process. It takes time, planning, and more specifically, asking the right questions. You also need to carefully craft the scope of work to prevent project overruns and redesigns that seemingly never end.

With this template, you can begin to determine the scope and budget. This is only a starting point. Drill down into the client's needs and wants to better understand your next redesign project.





WEBSITE REDESIGN QUESTIONNAIRE

Current Website URL

What is your estimated budget for this redesign?

- Less than \$10,000 \$10,001-20,000 \$20,001-30,000
 \$30,001-50,000 \$50,00+

What is your deadline for launch of the redesigned website?

Note: Most website redesigns require at least 8-12 weeks from project kick off.

Why do you want a new website? What frustrations do you have with your current site?



WEBSITE REDESIGN QUESTIONNAIRE

Approximately, how many pages will your new website have?

Will you need hosting? Where is your current website hosted?

Yes No I Don't Know

Will you need an SSL certification for the site?

Yes No I Don't Know

Will you need content creation support?

Yes No I Don't Know

Will you need the ability to make changes to your website's home page?

Yes No

Will you need the ability to create landing pages and site pages without the help of a developer?

Yes No



WEBSITE REDESIGN QUESTIONNAIRE

Will you need the ability to personalize content on your website so the content is targeted and relevant to different types of visitors?

Yes No

Do you have a strong preference as to what content management system (CMS) is used?

Yes No

Current CMS:

Do you sell anything online? Will you need ecommerce functionality?

Yes No

Who are your three biggest competitors?

Do you have established buyer personas?

Yes No



WEBSITE REDESIGN QUESTIONNAIRE

Do you use a marketing automation platform?

Do you need to integrate your CRM into website?

What are your goals for the new website?

Will you need ongoing support for updates and maintenance?

Yes

No

Is there any other specific functionality your site will need?