



# E-COMMERCE WEBSITE DESIGN

## Questionnaire

Impressive Website Designing and Mobile Ready!

## GENERAL INFORMATION

Company/Organization Name

Contact Person

Email Address

Phone Number

Website (if any)

## PROJECT INFORMATION

What is the main purpose of the website? E.g. marketing tool to showcase products/services, online shop to sell products, etc.

What are your primary goals for this e-commerce website?

Do you have a domain name selected one in mind?  
e.g. [www.yourbusiness.com.au](http://www.yourbusiness.com.au)

Do you have an existing website (For this business or any other)?

Do you already have a web host company?

If you have hosting arranged, you can move to IT Company and we offer 50% discount for first year.

Is there a site you have seen (E.g. one of your competitors) that you like or dislike? Please tell us about it.

Do you require help with writing content?

Do you have a logo for your site? If so, please send it to us or advise us of your graphic designer's contact details so we can obtain this and other relevant images for your site.

How many pages (including linked pages) is the site likely to be?  
Example for simple 7 page site:

- |  |                                       |                                   |
|--|---------------------------------------|-----------------------------------|
| <input type="checkbox"/> Home              | <input type="checkbox"/> Contact us   | <input type="checkbox"/> About us |
| <input type="checkbox"/> Products/Services | <input type="checkbox"/> Testimonials | <input type="checkbox"/> FAQ's    |

If any others, please specify:

Will there be variations of products (e.g., size, color) that users can select before purchasing?

How many email contact addresses will be required on the site, and who will manage the email enquiries?

How many on-line forms do you need, e.g. contact forms with fields to be completed online?

How many product images do you plan to display per product?

Will you provide ready-to-use product images and content, or should we assist with image editing and content creation?

Do you already have some content written for the site – e.g. brochures containing product/service information? If so, please note what this includes.

## WEBSITE FUNCTIONALITY

Do you require a shopping cart function for users to add products and proceed to checkout?

How do you envision the sign-up process for users (e.g., email registration, social media login)?

How would you like the order-taking process to be handled? Do you require any specific features (e.g., guest checkout, order tracking)?

Do you require inventory management functionality to track product availability?

Will your site require the ability to accept Credit Card payments? If so, approximately how many online sales transactions per month do you expect to process?

## TECHNICAL REQUIREMENTS

Do you require a backend database for storing customer details and order history?

Are there any specific integrations you need, such as with payment gateways, shipping providers, or third-party services (e.g., Google Ads)?

Should the website be optimized for search engines (SEO), and do you require any SEO-related features?

Do you have any preferences or requirements regarding the technology stack (e.g., WordPress, Shopify, Magento)?

## LOCALIZATION AND COMPLIANCE

Will the website primarily target users in any specific region, or do you anticipate international customers?

Who is the intended audience? e.g. existing customers or new customers (or equal mix of both)?

Existing Customers     New Customers     Both

Are there any legal or regulatory considerations we need to be aware of for selling products in your region?

Should the website be available in multiple languages?

## MARKETING AND PROMOTION

Do you have existing marketing materials (e.g., logos, brand guidelines) that we should incorporate into the website design?

Will you require assistance with setting up marketing campaigns or integrations with advertising platforms like Google Ads?

Please provide 10-12 keyword phrases that best describe your business (i.e. words that you might type into Google to find businesses like yours).

## TESTING REQUIREMENTS

Do you require comprehensive testing services to ensure the functionality, security, and performance of the website before launch?

What types of testing are you interested in? (e.g., functional testing, usability testing, security testing)

Are there any specific devices that you want the website to be tested on?

Do you have any accessibility requirements, such as compliance with WCAG (Web Content Accessibility Guidelines)?

Are you interested in ongoing testing and maintenance services after the website goes live to address any issues or improvements?

## TIMELINE AND BUDGET

When would you like the website to be completed?

Do you have a specific budget in mind for this project?

## ADDITIONAL COMMENTS OR REQUIREMENTS

Our web designs are compatible with Internet Explorer & Fire fox – the main players in the browser market (combined over 83% share). Do you require further browser compatibility?

Is there anything else you'd like to share or any specific features/functionality you envision for the website?

*Do you have any files, images, sketches or other documents that might be helpful to our designer? Please send us.*

Thank you for taking the time to fill this questionnaire. Please submit this questionnaire to [sales@itcompany.services](mailto:sales@itcompany.services)