



Client Onboarding Questionnaire

1. INTRODUCTION

Thank you for requesting **KNOWN** to prepare a quote for your company website.

Please take a moment to complete our *Client Onboarding Questionnaire* – this is a crucial process to enable us to determine the scope of the project and the deliverables. Your company website is one of the most important tools to reach your target audience as it showcases your company, services and products to millions of viewers that search the worldwide web.

Please take the time to complete the questionnaire in as much detail as possible, as it will enable us to ensure that your website is optimised for best results and ensure a return on your investment.

KNOWN is committed to understanding your company and its needs from the initial quote phase right through to project completion. We therefore charge a fee of R2550.00 excl VAT to prepare a detailed customised quote. This fee is fully refundable upon acceptance of our design, website design and development project quote and signing and acceptance of our terms and conditions.

KNOWN will meet virtually on *Microsoft Teams* or host clients at our offices at 101 West Side Studios (corner Bloem and Buitengracht street), Cape Town. Alternatively we can meet at your offices at a call-out fee of R1700.00 excl VAT.

2. GENERAL INFORMATION

1.1. First name:

1.2. Last name:

1.3. Position:

1.4. Business name *[The one that this website will be for]:*

1.5. Business physical address *[Street address, city, postal code]:*

1.6. Business postal address *[If different from street address]:*

1.7. Email:

1.8. Phone number *[International dialing code and telephone number]:*

1.9. Mobile number:

1.10. Do you already own your domain name? *[e.g. mywebsite.com]:*

Yes No

1.11. Your current website or domain name *[If you don't own a domain yet, enter three possible domain names you like]:*

3. ABOUT YOUR COMPANY

3.1. Mission statement

3.1.1. Please describe your organization/company in a few sentences [*Who are you, what you do, and who do you do it for?*]:

3.1.2. Your promise to your customers:

3.1.3. Values statement – this communicates to your customers what you care about, how you feel about serving your customers, and your commitment to social causes:

3.2. What specific services does your company provide?

3.2.1. Determine what keywords your website ranks for:

3.2.2. Determine what keywords you should rank for:

3.2.3. Optimise website content:

3.3. What sets your company apart from your competition?

3.3.1. Your company's unique selling points, competitive advantage, strengths as to why potential clients should use your company:

3.3.2. List the three main competitors to your company:

3.4. Your Target Audience

3.4.1. Who are your ideal customers? *[e.g. how old are they? Male or female? Where do they live? Education? Occupations? Do they run a business? How big is their businesses? Do they have a family?]*:

3.4.2. Why are they visiting your website? *[e.g. research, to buy a product, read news, download something, find out how to contact you]*:

4. Your Website

4.1.1. Do you currently have a website?

Yes No

4.1.2. What would your perfect target audience search for in Google (keywords) to find your company? **visit:** <https://knowndesign.co/blog/what-is-search-engine-optimisation-seo>

4.1.3. What do you like about your old website? **visit:** <https://knowndesign.co/our-services/responsive-website-design>

4.1.4. Why do you want a new website? *[What are the weaknesses of your current website, what's not working for you? What is the new website's purpose?]*:

4.1.5. When visiting your site, what is the single MOST important thing that a visitor should do? **Example:** Action to be taken by a visitor on your website [Contact you? Call you or Email you?]:

4.1.6. Any secondary goals? [Example: Sign up to a newsletter]:

5. Website design & development requirements (Expectations)

5.1. Copy in the URL of 3 to 5 competitor websites you like, describe what you like and don't like about each example.

5.2. What do you want the end user's experience to be like?

5.3. How many pages do you require for your website?

At minimum, we would like to have these types of pages as part of your site. Please check all boxes that apply:

- | | | |
|--|---|---------------------------------------|
| <input type="checkbox"/> Home | <input type="checkbox"/> Staff | <input type="checkbox"/> FAQs |
| <input type="checkbox"/> About | <input type="checkbox"/> Board of Directors | <input type="checkbox"/> Client List |
| <input type="checkbox"/> Contact Form | <input type="checkbox"/> Services | <input type="checkbox"/> Testimonials |
| <input type="checkbox"/> Directions | <input type="checkbox"/> Management | <input type="checkbox"/> Portfolio |
| <input type="checkbox"/> Donate Page | <input type="checkbox"/> Programs | <input type="checkbox"/> Volunteer |
| <input type="checkbox"/> News & Events | <input type="checkbox"/> Privacy Policy | <input type="checkbox"/> Terms of Use |
| <input type="checkbox"/> Disclaimer | <input type="checkbox"/> Other pages (please specify below) | |

5.4. What exactly do you require on these pages?

5.5. Do you have your web content ready? (image & text content)

- Yes, take it from my existing website.
- Yes, it's in documents ready to go.
- No, but I will be writing it.
- No, I need **KNOWN** to please assist with content development (image & text).

5.6. Do you have high resolution photos that you want to incorporate onto your website?

Yes No

If no, who will be providing photos?

Do you require assistance with finding a professional photographer or image sourcing?

5.7. Exactly what features do you require for your website?

5.7.1. Please check all of the features you would like to incorporate into your website:

- | | | |
|---|--|---------------------------------------|
| <input type="checkbox"/> Image Gallery | <input type="checkbox"/> Forum | <input type="checkbox"/> Blog/News |
| <input type="checkbox"/> Search Function | <input type="checkbox"/> E-Commerce (Shop) | <input type="checkbox"/> SEO |
| <input type="checkbox"/> Multimedia/ Video | <input type="checkbox"/> Payment Gateway | <input type="checkbox"/> Advertising |
| <input type="checkbox"/> Analytics Tracking | <input type="checkbox"/> Responsive Design | <input type="checkbox"/> Social Media |

5.7.2. Which Social Media tools do you use? Check all that apply.

- | | | |
|-----------------------------------|------------------------------------|------------------------------------|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Twitter | <input type="checkbox"/> YouTube |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Instagram | <input type="checkbox"/> Pinterest |

5.7.3. What types of social media integration would you require? *[e.g. social media strategy]*:

5.7.4. Will you require **KNOWN** to assist with social media strategy and management?

5.7.5. Are there any other website functions that you may require?

5.8. Content Management

5.8.1. Do you require a Content Management System (CMS) to manage your website content after launch? (**NOTE:** *We include CMS training on all Web projects*).

Yes No

KNOWN specialise in **WordPress** and **WooCommerce** Web Development (the most widely used CMS system in the world) for all our Web projects.

To read more about **KNOWN** web development click [here](#).

5.9. What is the deadline for your project?

NOTE: Any additional website design or development amendments outside of the project scope will need to be quoted separately and approved / accepted in writing before work commences.

5.10. KNOWN includes one round of design and front-end development amendments with each website project.

The following edits are included:

5.10.1. One round of design changes (*Included during the website design process*).

5.10.2. One round of front-end development changes (*Included during the front-end website development process*).

5.11. Do you require KNOWN to assist with anything beyond the website design or web development for your website? For example:

5.11.1. Do you require logo design?

Yes No

5.11.2. Have you considered re-designing / re-freshing your existing logo?

Yes No

5.11.3. Does your company have an established brand manual? (*Complete corporate identity brand guide*).

Yes No

5.11.4. Do you require **KNOWN** to assist with the following brand design elements that will need to match your website look & feel?

a) Branding / logo design

Yes No

b) Business cards

Yes No

c) Email signatures

Yes No

d) Brochures / Flyers

Yes No

e) Signs / signage

Yes No

f) Exhibition stands

Yes No

g) Search Engine Optimization

Yes No

h) Digital marketing

Yes No

i) Annual reports

Yes No

j) Catalogues (*Mini-logues, Year books*)

Yes No

k) UX design (*User Experience*)

Yes No

l) UI design (*User Interface*)

Yes No

m) Book publishing

Yes No

n) Promotional items

Yes No

o) Product packaging

Yes No

p) Other (*please specify below*)

Do you require **KNOWN** to assist in website hosting and deployment of website?

Yes No

Do you require **KNOWN** to handle the maintenance & upkeep of the website over time?

Yes No