What to Ask Your Clients: The Web Designer's Essential Guide

Table of content

Introduction

Before starting any web design project, it's crucial to gather the right information from your client. Asking the right questions helps avoid misunderstandings, scope creep, and delays. This guide will help you get clear answers fast so you can deliver a website your client loves on time and within budget.

Use this guide before every project to ensure you and your client are on the same page.

1. Understanding the Client's Business

Why it matters: You need to know who they are and what they do to design a website that fits.

Questions to ask:

- What is the name of your business?

- What products or services do you offer?

- Who are your main competitors?

- Who is your ideal customer? (age, location, interests)

- What makes your business unique?

2. Project Goals and Vision

Why it matters: Understand what success looks like to your client.

Questions to ask:

- What is the primary goal of the website? (e.g., sell products, showcase portfolio, generate leads)

- What action do you want visitors to take? (buy, sign up, contact)

- How will you measure success? (sales, inquiries, traffic)

- What message or feeling do you want the website to convey?

- Are there any websites you like or dislike? Why?

3. Website Structure and Features

Why it matters: To scope the work and estimate timelines/pricing accurately.

Questions to ask:

- What pages do you want on the website? (Home, About, Contact, Blog, etc.)

- Do you need special features? (e-commerce, booking, payment gateway, live chat)

- Will you provide the content (text, images), or do you need help creating it?

- Do you need the website to be multilingual?

- Should the site integrate with any other tools? (CRM, email marketing)

4. Branding and Design Preferences

Why it matters: To make sure the design matches their brand identity.

Questions to ask:

- Do you have an existing logo and brand colors?

- Are there specific fonts or styles you prefer?

- Can you provide examples of websites you like?

- Are there any colors or styles you want to avoid?

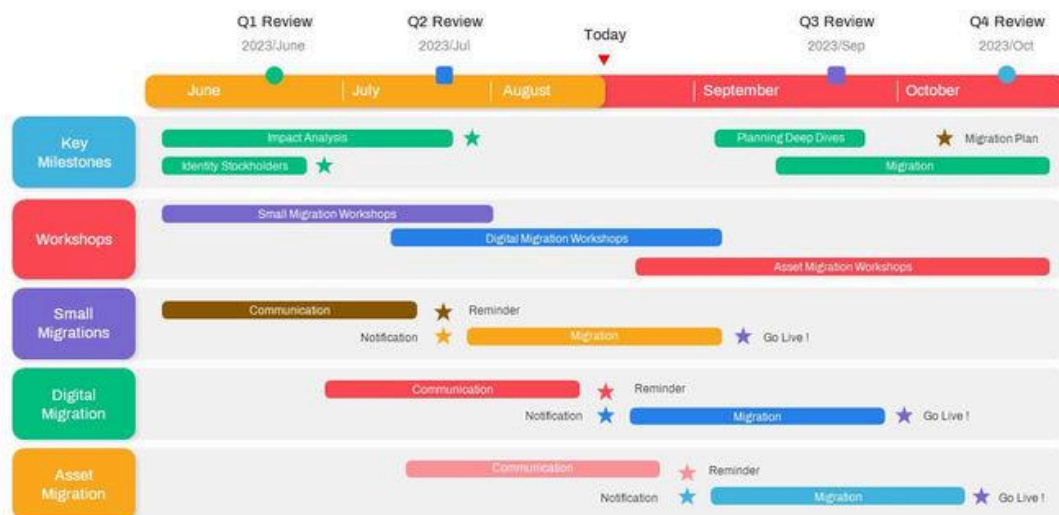- Do you have a style guide or branding document?

5. Timeline and Budget

Why it matters: Helps manage expectations and resources.

Questions to ask:

- When do you want the website launched?

- Are there any important deadlines or events?

- What is your budget range for this project?

- How will decisions and approvals be made?

- Who is the main point of contact?

Calendar Timeline

Conclusion

Use this guide before every project to ensure clear communication and smooth delivery. It's the first step to creating websites that look great and achieve real results.

Your Name: The Website Guy
Web Designer
Email: info@thewebsiteguy.co.ke
Website: www.thewebsiteguy.co.ke