

Website Redesign Questionnaire

ADDITIONAL BUSINESS INFO:

Learn more about the “behind the scenes” of your practice.

Year founded?

of Total Practitioners and any employees:

SERVICES:

Main List of Services For COMPANY:





Of all these services, which are your top 5 services / could be most profitable?

1	
2	
3	
4	
5	

Any additional services you do that we haven't covered?

WEBSITE - GO OVER CURRENT WEBSITE:

Is there any specific design element that you want to keep from the current look?



Keeping existing color scheme? *(If NO, please indicate the colors scheme (hex #) you like)*

Keeping existing logo? *(If NO, would you like us to redesign your logo or do you have an existing provider?)*

WHO ARE YOU

Do you have a vision or mission statement?

Do you have a core set of values or principles for your brand?

YOUR BRAND

What are you or your practice best known for?

What top messages do you want to communicate?

Do any of your target audience have misconceptions about you, and if so, what are they?

How does your brand's image fall between these opposing characteristics?

- | | | |
|---------------------------------------|----|--|
| <input type="checkbox"/> Conservative | or | <input type="checkbox"/> Bold |
| <input type="checkbox"/> Factual | or | <input type="checkbox"/> Emotive |
| <input type="checkbox"/> Calm | or | <input type="checkbox"/> Provocative |
| <input type="checkbox"/> Neutral | or | <input type="checkbox"/> Take a stand |
| <input type="checkbox"/> Professional | or | <input type="checkbox"/> Informal |
| <input type="checkbox"/> Approachable | or | <input type="checkbox"/> Authoritative |
| <input type="checkbox"/> Modern | or | <input type="checkbox"/> Classic |
| <input type="checkbox"/> Serious | or | <input type="checkbox"/> Exciting |



What tone of voice does your brand use?

Voice:

- | | | |
|---|--|--------------------------------------|
| <input type="checkbox"/> Easy to digest | <input type="checkbox"/> Factual | <input type="checkbox"/> Calming |
| <input type="checkbox"/> Accessible | <input type="checkbox"/> Stories | <input type="checkbox"/> Provocative |
| <input type="checkbox"/> Solution-focused | <input type="checkbox"/> Authoritative yet inclusive | |
| <input type="checkbox"/> Engaging | | |

ABSTRACT VALUE QUESTIONS

To answer the following questions, use your imagination to think of your brand in unique situations.

How would you describe your brand to a friend?

How would you describe its style?



Do you have examples of other brands you'd like to look and feel like?

COMPETITOR QUESTIONS

What makes you unique/different from your competitors?

WHAT ARE YOUR TOP 3 UNIQUE SELLING PROPOSITIONS?

1.

2.

3.



ABOUT YOUR PRACTICE

What are your 3-5 most requested services? What services would you like to emphasize or highlight on your home page?

What are the top 3-5 most frequently asked questions you get from customers?

Do you offer 100% money back guarantees or refunds? Any other promises you have regarding your services? -- if not already stated on the existing site.



Do you offer free assessments? - if not already stated on an existing site. Can a potential patient speak to the receptionist and get a “assessment?”

Do you specialize in any particular type of service? Do you offer any services that your competitors don't? EG. Pregnancy, Rehab (pre/post operation).

Do you hold any special licenses or certifications?

Are there any special techniques or methods you have developed on your own for any of your services? For example, a more effective method?



Do you and your practitioners participate in ongoing training programs? How do you stay up to date on the latest industry changes/standards?

ABOUT US QUESTIONS

Why did you start the practice?

What's your favorite part about the job? Ex: building customer relationships, helping people

Why should patients choose to work with you?

Anything extra you'd like your customers to know about you?



Do you have any special slogan or saying you would like to bring in?

Do you offer any specials or coupons? (Free Assessments)

Any memberships, sponsorships or organizations you affiliate with?

Do you service any specific brands or have contractual agreements that limit logos that can be displayed on the site, for example?