



WEBSITE DESIGN

A GUTENSITE DESIGN QUESTIONNAIRE

contact

QUESTIONS
SUPPORT &

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Good design is an extension of the website planning process so that the UX (user experience) is engaging for your audience and the UI (user interface) optimizes traffic flow toward your conversion goals. Your design will be more effective if you complete the online website planning checklist first.

#1 | STYLE

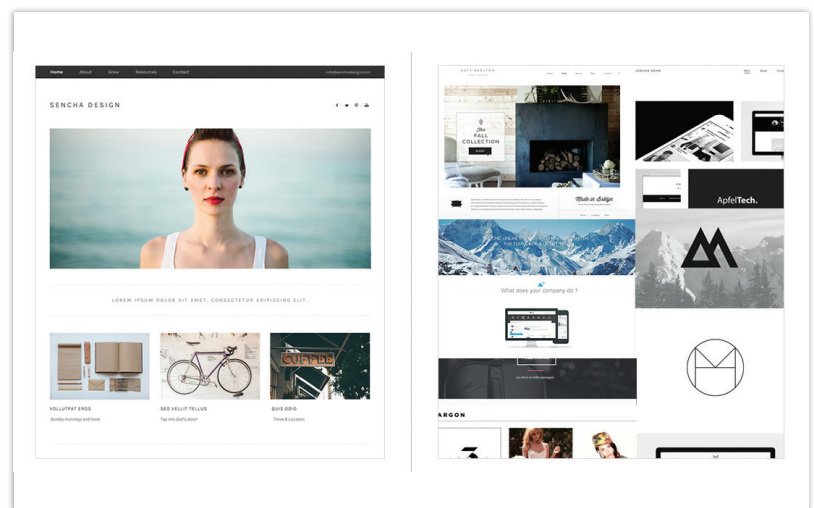
WHAT STYLE DO YOU PREFER?

Your personal preferences are important, but also consider which style is most appropriate for your goals, content, and audience.



MODERN

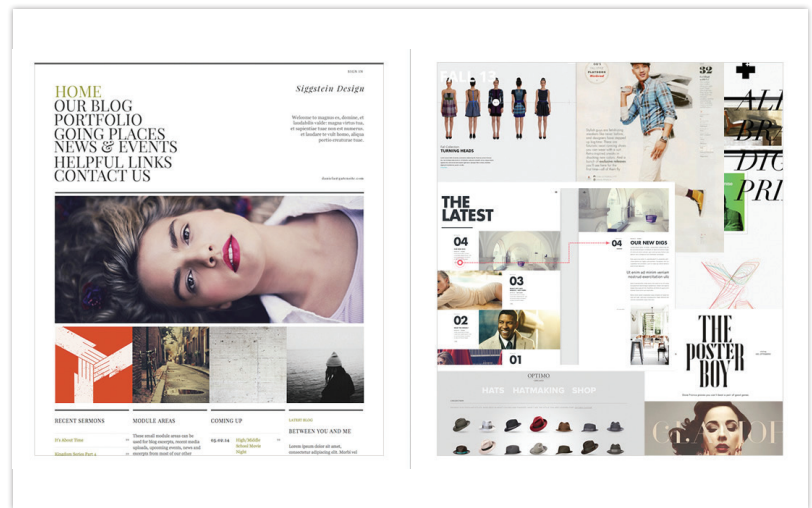
(minimal, scandinavian, white-based, open, neutral palette or black & white)



Style options continued on p2 >

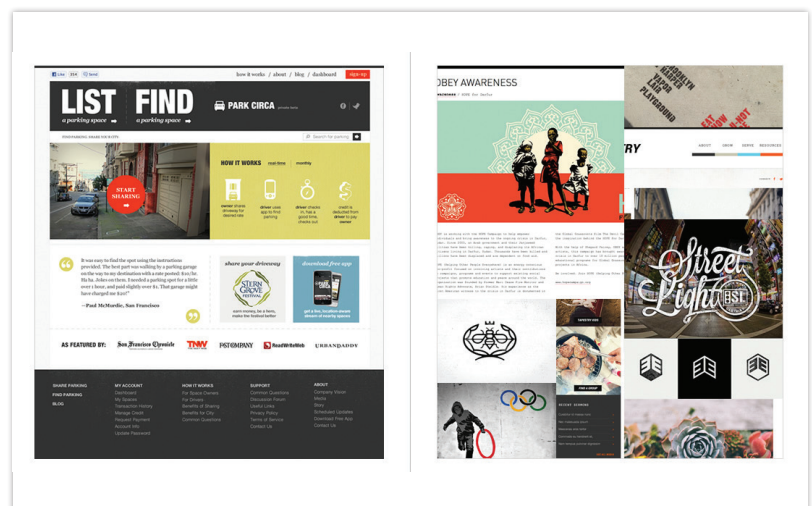
MAGAZINE

(clean, image-based, heavy emphasis on typography)



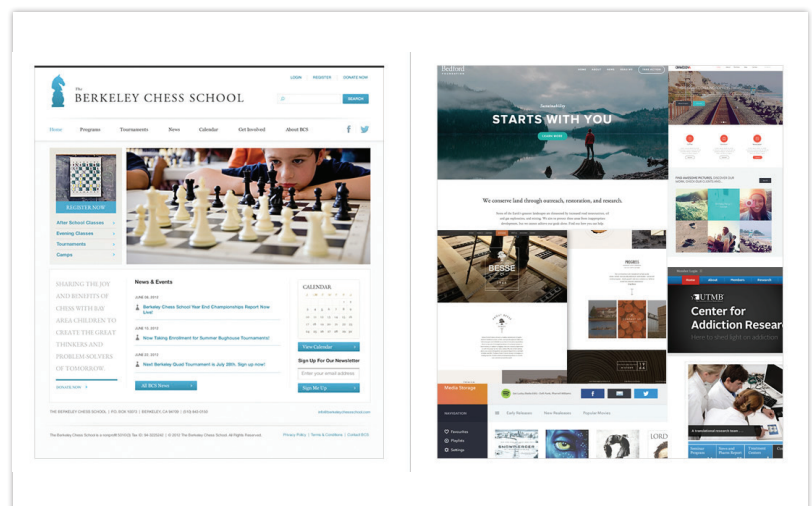
STREET

(limited palette, subtle grit, bold headers)



CORPORATE

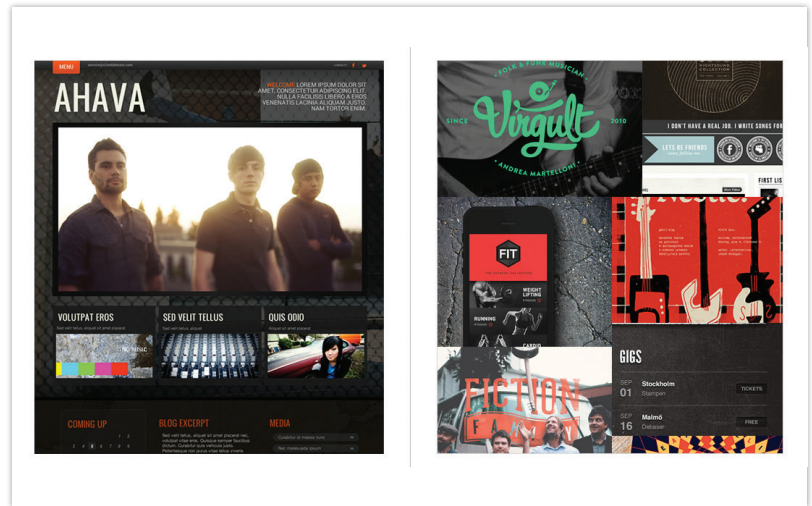
(solid, historic, conservative, trustworthy)





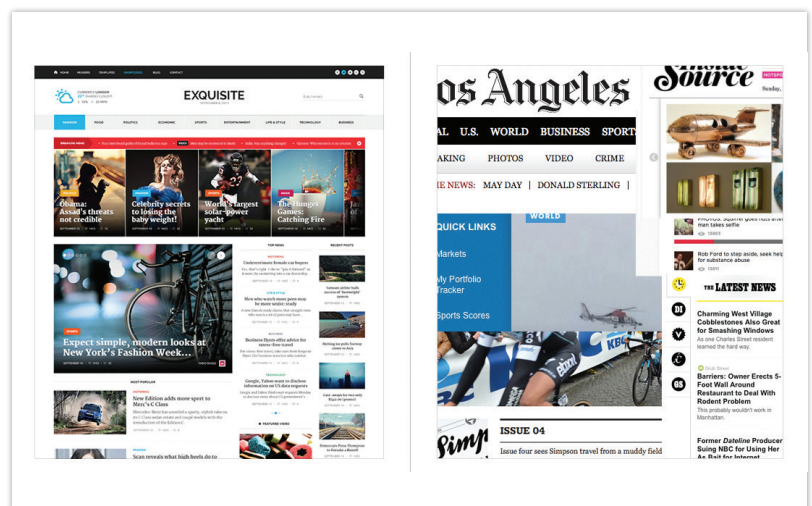
ROCK & ROLL

(sexy, bold, with dark or edgy colors)



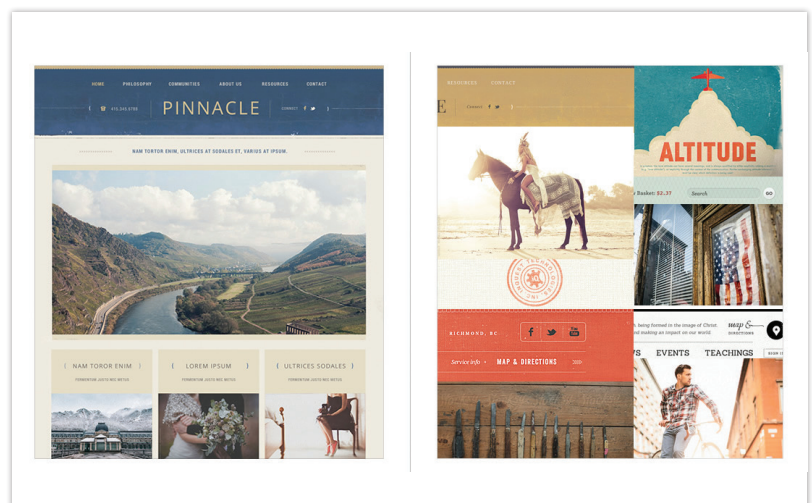
NEWSY

(data-driven, multiple info areas, for very active sites)



TEXTURED

(organic, vintage, muted colors, old-world)



#2 | PALETTE

Do you have an established color scheme that you wish to maintain? If not what colors do you think are attractive to your intended audience?

#3 | WEBSITE EXAMPLES

A. BEST COMPETITOR WEBSITES

Explain what you like about each website.

B. BEST WEBSITES THAT TARGET YOUR SAME AUDIENCE IN OTHER MARKETS

Explain what you like about each website.

C. BEST WEBSITES ANYWHERE

Explain what you like about each website.

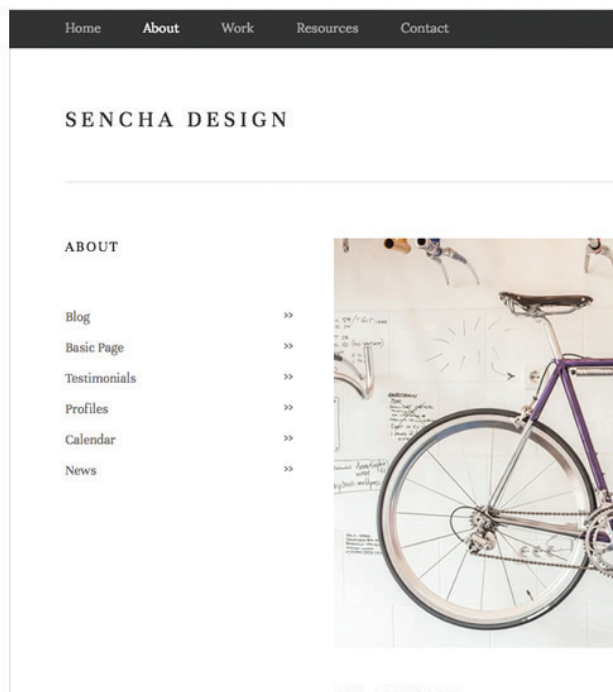


#4 | MENUS

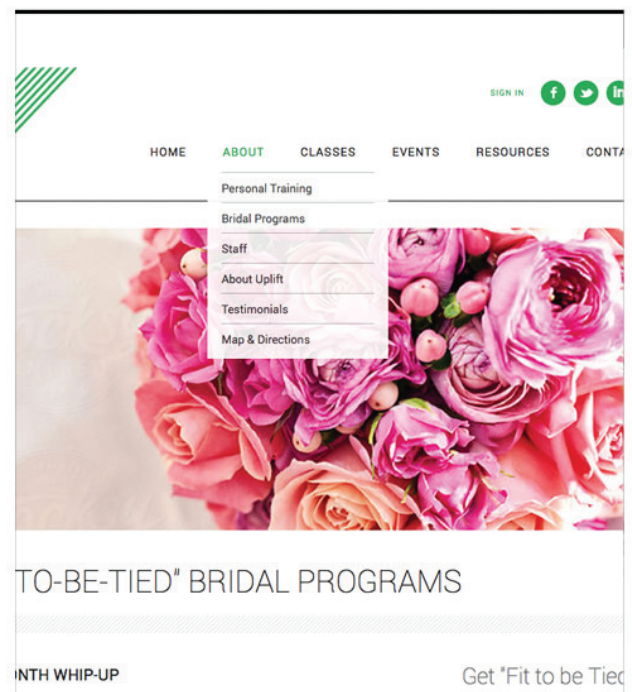
WHAT TYPE OF MENU DO YOU NEED?

Dropdown menus are good for reference websites because they provide faster access to a lot of content. But if you want to funnel people to particular conversion goals, you probably don't want them deep linking to random pages on your website. In that case you want main links that direct them to the landing page of each main link and only display sidelinks after they have determined they need more information relevant to their agenda.

○ MAIN + SIDELINKS



○ DROPDOWN



#4 | HOME PAGE

WHAT ELEMENTS DO YOU WANT ON THE HOME PAGE?

These elements should be based on funneling traffic to your particular conversion goals. If it doesn't provide you value, it's just a distraction and should be promoted some other way, possibly through your site map.

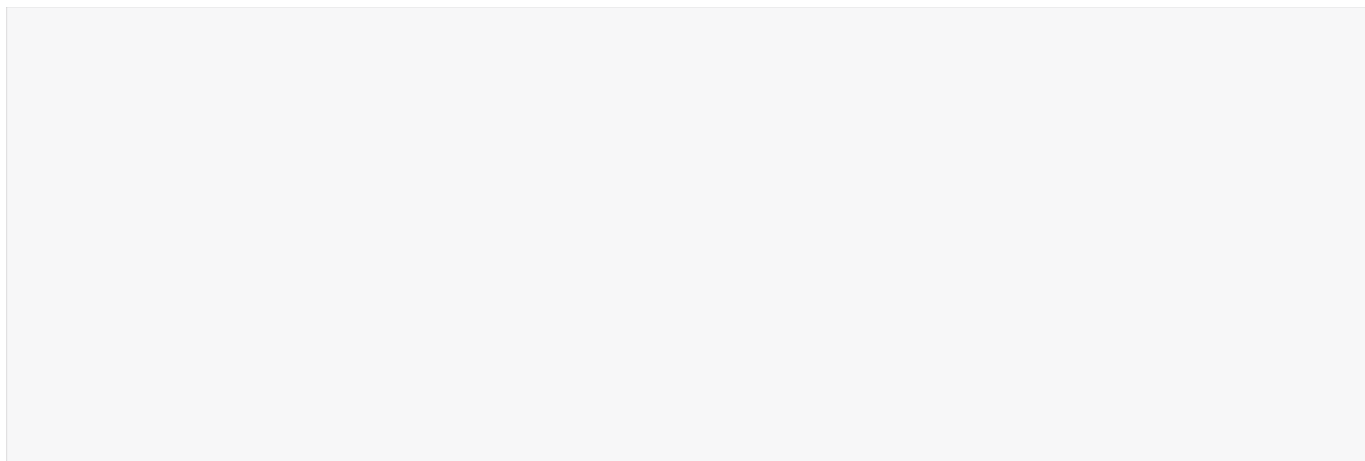
- | | |
|---|---|
| <input type="radio"/> ROTATING IMAGES
<i>(promote content, events, etc.)</i> | <input type="radio"/> FEATURED CONTENT
<i>(e.g. blog, multimedia, profile, property, etc.)</i> |
| <input type="radio"/> CONTACT FORM FOR LEAD GENERATION | <input type="radio"/> QUICK LINKS LIST |
| <input type="radio"/> IMAGE BUTTON MODULES | <input type="radio"/> SITE SEARCH |
| <input type="radio"/> VALUE PROPOSITION/WELCOME TEXT | <input type="radio"/> ACCOUNT SIGN-IN |
| <input type="radio"/> TESTIMONIALS | <input type="radio"/> MAP |
| <input type="radio"/> UPCOMING EVENTS CALENDAR OR LIST | <input type="radio"/> LOCATION MODULE |

ANY OTHER ELEMENTS YOU WOULD LIKE TO HAVE ON THE HOME PAGE OR SECONDARY PAGES?

#5 | IMAGES

DO YOU HAVE PROFESSIONAL IMAGES THAT CAN BE USED ON YOUR WEBSITE?

And/or do you have a budget for hiring a photographer? If not, we can help you search for compelling stock photography.



GUTENSITE

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