
FREE TEMPLATE · 2026

WEBSITE DISCOVERY QUESTIONNAIRE

COMPANY EDITION

For startups, small businesses, established companies, and multi-team organizations.
Define website goals, audiences, positioning, content, functionality, and project scope.

BEFORE YOU START

How to use this template

Use the questionnaire before a website strategy workshop, at project kickoff, or as a structured client intake document.

- Answer the questions that are relevant to your project. Not every question will apply.
- Short, honest answers are more useful than polished marketing language.
- Ask several stakeholders to complete the strategic sections independently, then compare answers.
- Separate facts, assumptions, and decisions that still need to be made.
- Use the completed questionnaire as input for website goals, content structure, user journeys, and project scope.

For a small website, focus on the questions that clarify the offer, audience, trust, and contact journey. For a larger organization, complete the full questionnaire with representatives from business, marketing, sales, product, HR, and technology.

WHAT'S INSIDE

Sections

01	Business snapshot	9 questions
02	Customers, users, and market	11 questions
03	Brand and positioning	12 questions
04	Website goals and user journeys	8 questions
05	Content and structure	9 questions
06	Features and integrations	8 questions
07	Visual direction	8 questions
08	Current website and technical setup	7 questions
09	Project scope and decision-making	8 questions

SECTION 01

Business snapshot

Start with the business itself: what it does, how it creates value, and where it is heading.

01 How would you describe what the company does in plain language?

Type your response here.

02 What are your main products, services, or business units?

Type your response here.

03 Which industry, market, or vertical do you operate in?

Type your response here.

04 What is your business model?

B2C / B2B / B2B2C / Marketplace / Subscription / Services / Nonprofit or hybrid / Other

Type your response here.

05 What is the current stage and scale of the company?

Pre-launch / Startup / Growing business / Established company / Enterprise / Multi-brand or international group

Type your response here.

06 Where do you operate and which markets are most important?

Type your response here.

07 What are the company's top priorities for the next 12 to 24 months?

Type your response here.

08 What products, services, markets, or audiences do you expect to add or change?

Type your response here.

09 What does the company want to be known for?

Type your response here.

SECTION 02

Customers, users, and market

Define who the website is for, what they need, and what influences their decisions.

01 Who are your primary customer or user groups?

Type your response here.

02 Who are the secondary audiences that also need information from the website?

Partners / Investors / Press / Job candidates / Suppliers / Distributors / Existing customers / Other

Type your response here.

03 What problem or need brings each primary audience to you?

Type your response here.

04 Who makes the purchase decision, and who influences it?

Type your response here.

05 What questions do prospects usually ask before contacting or buying from you?

Type your response here.

06 What concerns, risks, or objections might prevent them from choosing you?

Type your response here.

07 Why do existing customers choose your company?

Type your response here.

08 Who are your closest competitors or alternatives?

Type your response here.

09 What makes your offer meaningfully different?

Type your response here.

10 Which market or customer trends could affect the website strategy?

Type your response here.

11 What words or search phrases might people use to find your offer?

Type your response here.

SECTION 03

Brand and positioning

Clarify the impression the website should create, not only how it should look.

01 What is the company's mission or reason for existing?

Type your response here.

02 What is the long-term vision for the company?

Type your response here.

03 Which values should be visible in the way the company communicates and behaves?

Type your response here.

04 Describe the company in five words today.

Type your response here.

05 Describe how you want the company to be perceived after the website launches.

Type your response here.

06 What should the brand never feel or look like?

Type your response here.

07 What is your main value proposition in one sentence?

Type your response here.

08 Do you have a slogan, positioning statement, or key message?

Type your response here.

09 How should the tone of voice feel?

Professional / Expert / Human / Warm / Bold / Premium / Technical / Playful / Direct / Other

Type your response here.

10 Does the tone need to change for different audiences or markets?

Type your response here.

11 Which brands inspire you, inside or outside your industry, and why?

Type your response here.

12 What proof supports your claims?

Experience / Results / Case studies / Certifications / Awards / Client list / Testimonials / Research or data / Other

Type your response here.

SECTION 04

Website goals and user journeys

Translate business priorities into clear actions and measurable outcomes.

01 What is the primary purpose of the website?

Generate leads / Sell products / Explain services / Build credibility / Support customers /
Recruit talent / Attract investors or partners / Other

Type your response here.

02 What are the three most important actions visitors should take?

Type your response here.

03 Which audience and user journey has the highest priority?

Type your response here.

04 What information must a visitor understand before taking the main action?

Type your response here.

05 What should happen after a visitor submits a form, books, buys, or contacts you?

Type your response here.

06 What would make the project successful six months after launch?

Type your response here.

07 Which metrics should be used to evaluate success?

Qualified leads / Sales / Bookings / Downloads / Sign-ups / Engagement / Support reduction /
Recruitment / Other

Type your response here.

08 Do you need separate experiences for countries, languages, customer types, or business units?

Type your response here.

SECTION 05

Content and structure

Identify what the website must contain, what already exists, and who will own it.

01 Which pages or sections are essential?

Home / About / Products or services / Industries / Case studies / Resources / Pricing / Team / Careers / Contact / Other

Type your response here.

02 Which products, services, or topics deserve their own page?

Type your response here.

03 What content already exists and can be reused?

Website copy / Brochures / Presentations / Photos / Video / Case studies / Reports / Brand assets / Other

Type your response here.

04 What content needs to be created, rewritten, translated, or approved?

Type your response here.

05 Which stories, results, testimonials, or case studies can build trust?

Type your response here.

06 Do you need a blog, newsroom, resource library, knowledge base, or events section?

Type your response here.

07 Are there pages or offers that should be hidden, retired, or de-emphasized?

Type your response here.

08 Who will write, review, approve, and update the content?

Type your response here.

09 Are there legal, regulatory, accessibility, or industry requirements for the content?

Type your response here.

SECTION 06

Features and integrations

List only the functionality that supports a real user or business need.

01 Which functions are required at launch?

Contact forms / Booking / E-commerce / Payments / User accounts / Search / Filters / Downloads / Live chat / Newsletter / Events / Other

Type your response here.

02 Which systems must the website connect to?

CRM / Email marketing / Payment provider / Booking system / ERP / ATS / Customer support / Analytics / Other

Type your response here.

03 Do different teams need different forms, notifications, or workflows?

Type your response here.

04 What information should be captured through forms?

Type your response here.

05 Does the website need multilingual content or localization?

Type your response here.

06 Are there accessibility targets or standards the website must meet?

Type your response here.

07 Are performance, security, data residency, or compliance requirements defined?

Type your response here.

08 Who needs access to edit the website, and what permissions should they have?

Type your response here.

SECTION 07

Visual direction

Use references to explain the desired experience, not to copy another brand.

01 Do you have a current logo and brand guidelines?

Type your response here.

02 Which visual elements are fixed, and which can be refreshed?

Logo / Colors / Typography / Photography / Illustration / Icons / Layout system / None yet

Type your response here.

03 What should the website feel like at first glance?

Type your response here.

04 Which visual approach fits the brand?

Minimal / Editorial / Corporate / Technical / Premium / Bold / Friendly / Product-led / Other

Type your response here.

05 Do you prefer photography, illustration, diagrams, product imagery, or a combination?

Type your response here.

06 Are there visual styles, colors, symbols, or image types to avoid?

Type your response here.

07 List three websites or digital products you like and explain why.

Type your response here.

08 List one or two examples you dislike and explain what does not work for you.

Type your response here.

SECTION 08

Current website and technical setup

Skip the questions that do not apply if this is the company's first website.

01 Is this a new website, redesign, migration, or partial improvement?

Type your response here.

02 If a website exists, what works well and what causes problems?

Type your response here.

03 Which platform or CMS is currently used?

Type your response here.

04 Where are the domain and hosting managed, and who has access?

Type your response here.

05 Are analytics and search performance tools already configured?

Google Analytics / Google Search Console / Tag Manager / Other / None

Type your response here.

06 Are there existing URLs, rankings, integrations, or data that must be preserved?

Type your response here.

07 Who will maintain the website after launch?

Type your response here.

SECTION 09

Project scope and decision-making

Make responsibilities, constraints, and approval paths visible before design begins.

01 Who is the project owner and main contact?

Type your response here.

02 Who are the key stakeholders and final decision-makers?

Type your response here.

03 Which teams need to be consulted during discovery and review?

Type your response here.

04 What is the desired launch date, and what is driving it?

Type your response here.

05 What budget range has been allocated for strategy, content, design, development, and maintenance?

Type your response here.

06 Which materials, access, and internal resources can the company provide?

Type your response here.

07 What risks, dependencies, or internal constraints could affect the project?

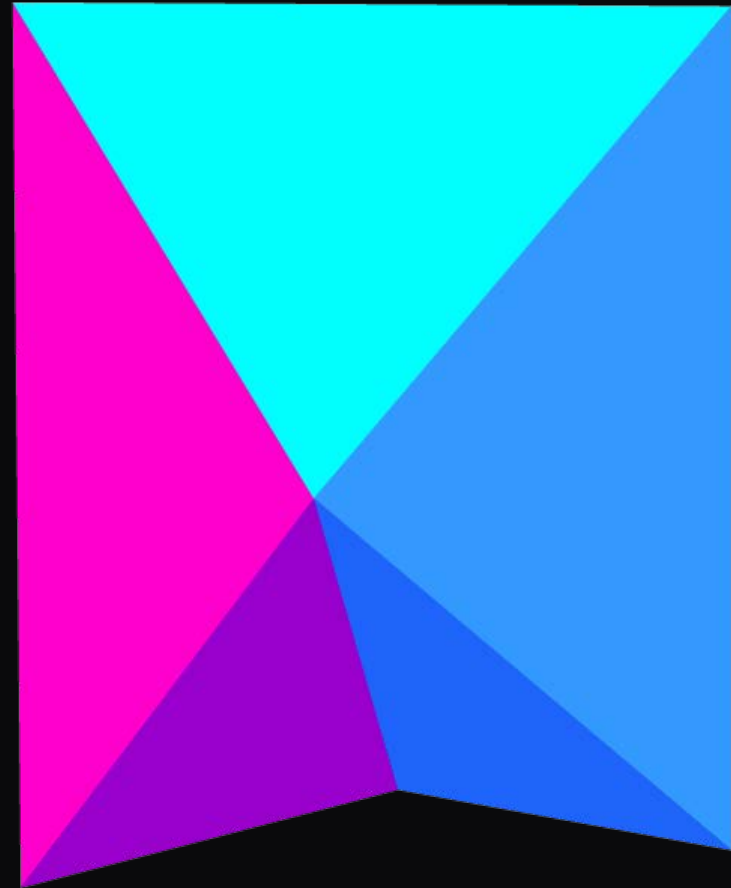
Type your response here.

08 Is there anything important that this questionnaire has not covered?

Type your response here.

FROM ANSWERS TO STRATEGY

The completed questionnaire can become the foundation for a website brief, sitemap, content plan, feature requirements, and measurable launch goals.



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