

THE CREATIVE CLASS www.creativeclass.biz

When approaching small businesses for website and e-commerce site development, it's essential to ask targeted questions that will help you prepare an effective bid. Here are some crucial questions to consider:

Business Objectives and Goals: What are your primary goals for the website or e-commerce site? (e.g., increase sales, brand awareness, customer engagement). Understanding their objectives helps you tailor your proposal to their specific needs.

Target Audience: Who is your target audience? Knowing the demographic and psychographic characteristics of their audience enables you to design a site that appeals to them.

Content Requirements: What type of content will you provide for the site? Will you need copywriting services? Ensuring clarity about content helps in accurate estimation of the project scope.

Design Preferences: Do you have any specific design preferences or brand guidelines to follow? Understanding their aesthetic preferences and brand identity is key to delivering a product that resonates with their vision.

Functional Requirements: What specific functionalities do you need on your site? (e.g., shopping cart, payment gateways, user registration). This helps in determining the technical complexity and tools needed.

Competitor Analysis: Are there any competitor websites that you admire? Knowing what they like or dislike about their competitors' sites can guide the design and functionality of the new site.

Budget Constraints: What is your budget for this project? Discussing budget upfront helps in aligning expectations and prevents scope creep.

Timeline Expectations: What is your timeline for this project? Understanding their urgency or flexibility helps in planning your resources and delivery schedule.

Maintenance and Support: Will you require ongoing maintenance and support post-launch? This affects the long-term commitment and pricing structure.

Previous Experience and Feedback: Have you had a website before? What worked and what didn't? Learning from their past experiences can help in avoiding similar pitfalls.

