

Website Project Questionnaire

*Please complete all sections marked with * before our first meeting.*

1. Contact Information

First Name

Last Name

Phone Number

Email Address

Company Name

Registered Business Address

2. Business Details

These details will appear publicly on your website.

Displayed Business Name *

Displayed Business Address *

Can be the same as your registered address.

6300 Cannonleague Dr, Austin, TX 78745

Displayed Phone Number ***Displayed Email Address *****Social Media Accounts ***

List all that apply and include full links — Facebook, X, Instagram, LinkedIn, YouTube, TikTok, etc.

Business Hours *

All week 8am - 6pm

Do you already have a website domain? (e.g. www.your-site.com) *

What is your domain? / What would you like it to be? *

If you already have one, provide the URL. If not, suggest a preferred name (subject to availability).

Do you have a Google Business Profile already set up?

3. About Your Business

Tell me your story. *

Why did you get into business? What are you passionate about? How did you get started? How much experience do you have?

Business Email Addresses *

If you have a domain, do you have business emails attached? (e.g. hello@yourdomain.com). List them all below. If none, write N/A.

What areas do you serve? *

Do you offer your services/products locally, regionally, or globally?

Who is your ideal customer? *

Who do you target? What does your ideal customer look like?

Top 3–4 Services to Advertise *

What are the main services/products you'd like to emphasise on your website?

Other / Supporting Services *

Any smaller services you'd like to include but not put as much emphasis on?

What makes you different from competitors? *

It can be as simple as being local to the area, or a particularly unique selling point.

Do you have any impressive statistics? *

e.g. XX years of experience, YYY projects completed, won Z award, etc.

Anything else about you or your business?

Any other details not yet covered that you'd like us to know.

4. Website Content

What pages do you want on your website? *

A typical 5-page website includes: Home, About, Services, Gallery/Testimonials, and Contact. We recommend one page per service for SEO. Pages beyond five are billed at a one-time fee of \$100/page.

e.g. Home, About, Hardwood Flooring, Stair Refinishing, Contact

What can customers do on your website? *

e.g. contact you, read your blog, book appointments, request a quote, etc.

What key information should be displayed? *

Think: opening times, work showcases, menus, service area maps, testimonials, etc.

What are your primary calls to action? *

What actions should visitors take that would count as a "success"? These will form your sales funnel. (e.g. booking a consultation, requesting a quote, calling you)

Will any pages need regular updates or your input? *

e.g. blogs, menus, vacancy listings, adoption pages, project galleries, etc.

Any other content-related details?

5. Design & Inspiration

Links to direct competitors' websites *

What do you like or dislike about their websites?

https://competitor1.com — I like... I dislike...

2–3 reference websites you love *

What do you like (or dislike) about them? You can use themeforest.net, pinterest.com, or dribbble.com for inspiration.

https://example.com — I like the layout because...

How would you describe your ideal website aesthetic? *

e.g. modern & minimal, bold & colourful, professional & corporate, warm & friendly, etc.

Do you have existing branding? *

Do you have logos, fonts, colours, or other branding guidelines we should follow?

Any other design-related details?

6. Project Details

Target launch date / timeline *

e.g. as soon as possible / by March 2025

Would you like Google Analytics on your website?

Yes ☐

No ☐

Only select Yes if you are familiar with Google Analytics. This adds a tracking script to your website and is not included in our monthly packages.

How did you find us? *

e.g. Google search, Instagram, referral from a friend, etc.

*Thank you for taking the time to complete this questionnaire.
We look forward to building something great together.*