

OUTLINE

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DISCOVERY QUESTIONNAIRE

Please fill out the following questionnaire on a desktop or laptop. If you'd like to fill it out on mobile, please use the Google Docs app.

Your responses are invaluable in helping me create a high-quality website that engages your audience, supports your business goals and is effective.

If you have any questions, don't hesitate to [email me](#). Once you've completed the questionnaire, please let me know. Please submit it at least one week before our kickoff call.

ABOUT YOUR BUSINESS:

What is your official business name?

What is your legal business address?

What is your business phone number?

What is your domain name? (If you don't have one, just let me know.)

Where is your domain hosted?

For example: Wix, GoDaddy, Squarespace, Shopify, etc.

GOALS:

What are the primary business goals you aim to achieve with your website?

What specific actions do you want visitors to take on your website?

How do you measure success for your website?

If you currently have a website, what isn't working? What do you hope is better with your new website?

COMPETITOR ANALYSIS:

Who are your top 2-3 competitors? Are there things you like/dislike about their websites?

Competitor website #1:

Please paste in the link to a competitor's website and let me know what you like/dislike about it.

Competitor website #2:

Please paste in the link to a competitor's website and let me know what you like/dislike about it.

Competitor website #3:

Please paste in the link to a competitor's website and let me know what you like/dislike about it.

What advantages do you believe your business has over your competition?

Are there any industry trends affecting how you position yourself against competitors?

TARGET AUDIENCE:

Who is your primary target audience? Think about location, gender, age and any other characteristics they would likely have in common.

What are the key interests and values of your target audience?

When your target audience interacts with your site, how do you want them to feel?

What specific problems or needs do your products or services address for your customers?

IDEAL WEBSITE:

Are there any websites that inspire you? If so, please share them below. The more you share, the more I can create a design that's ideal for you.

Inspiration website #1

Please paste in the link to an inspiration website (it doesn't have to be in your industry) and let me know what you like about it. What features or looks would you

like to use as a model for your site?

Inspiration website #2

Please paste in the link to an inspiration website (it doesn't have to be in your industry) and let me know what you like about it. What features or looks would you like to use as a model for your site?

Inspiration website #3

Please paste in the link to an inspiration website (it doesn't have to be in your industry) and let me know what you like about it. What features or looks would you like to use as a model for your site?

What pages would you like on your website?

- ☐ Home (definitely check this one)
- ☐ Services
- ☐ Portfolio
- ☐ Press
- ☐ About
- ☐ Blog
- ☐ Contact
- ☐ If others, please check and note below.

If you have any other pages you'd like, please list them here.

What specific calls to action should be included on each of these pages, if any?

Would you like your business address listed on your site?

Would you like your business phone number listed on your site?

Are there certain features your website should have, such as an email list opt-in or scheduling?

Please use five words to describe the look and feel you'd like your site to have.

For example: Clean, refined, sophisticated, classy, tasteful, luxurious, moody, bright, neutral, bold

What tone and voice would you like your new website to have?

For example: First person, third person, casual, professional, expert, refined, etc.

INFO FOR COPY:

Would you like me to create the copy (the words) for your website? Copy is an add-on option of \$250 per page.

- ☐ Yes, for every page on my site
- ☐ Yes, but for only some of the pages on my site
- ☐ No, I have copy on my existing website
- ☐ No, I have copy that I can send to you

If you'd like me to only create copy for some of your pages, which ones would you like?

IF YOU CHECKED NO ON THE ABOVE QUESTION, PLEASE SKIP THE REMAINDER OF THIS "INFO FOR COPY" SECTION.

Describe your business in a couple of sentences. (Give your elevator pitch.)

Can you describe how you started your business?

How long have you been in business?

What are the core mission and values of your business?

Do you have a tagline or messaging you'd like to use in your new website– key phrases or slogans your brand consistently uses?

Can you list out the main services and products that you offer?

SEO & KEYWORDS:

What keywords or phrases do you believe potential customers use when searching for your products or services online?

Are there any SEO strategies you have already implemented? (If not, no worries. That's what you've hired me for.)

How important is local SEO for your business?

Local SEO is the process of optimizing a business's online presence to improve its visibility in local search results, such as on Google Maps and "near me" searches. It's a strategy for businesses with a physical location or service area that aims to attract customers from a specific geographic region, increasing foot traffic, phone calls and local sales.

LEGAL:

Do you plan on having a Terms of Service page on your site?

- ☐ Yes, I have one on my existing site
- ☐ Yes, I have one drafted
- ☐ No, I don't plan on having one

Do you plan on having a Privacy Policy page on your site?

- ☐ Yes, I have one on my existing site
- ☐ Yes, I have one drafted
- ☐ No, I don't plan on having one

Are there any other legal page policies that you have? If so, please describe them below.

PLEASE NOTE:

Legal requirements for these pages vary by region. Please review your local regulations to see whether or not you're legally required to have one of these policies. If you are, and you don't have one, I cannot draft it for you since I'm not a lawyer. However, you can find resources at [Termageddon](#) and other similar companies. If you do need one, you can upload it to the Google Drive folder in the following section.

SPECIAL REQUESTS OR ADDITIONAL COMMENTS:

Do you have any special requests or additional comments that you'd like to make about the design of your website?

STYLE GUIDE AND BRANDING ASSETS:

Do you have an existing style guide including logos, colors, and fonts?

A style guide is a document that outlines the rules for how a brand or project should look and feel, including colors, fonts, imagery, tone, and design elements to ensure consistency.

- ☐ Yes
- ☐ No

Do you have professional-quality photos that you'd like to include on your new website?

- ☐ Yes, I have plenty of professional photos that I can include on my website
- ☐ I have some, but would like more
- ☐ No, the quality of my photos is not very good and I need better ones

If you checked no, are you interested in hiring a professional photographer to capture new imagery for you, or would you like to get stock photos for your website?

- ☐ I'd like to hire a photographer
- ☐ I'd like to purchase stock images
- ☐ I'd like to purchase stock images now and hire a photographer later

Please upload all of your branding and marketing into the Google Drive folder linked below. Examples of things to upload are:

- Style Guide – if you have one
- Logo files – high-resolution versions, including vector formats (AI, EPS, SVG) and PNG/JPG.
- Brand colors – primary and secondary color palette with HEX, RGB, or CMYK codes.
- Typography – brand fonts for headings, body text, and any special text styles

(include web font files or links).

- Brand imagery – photography, illustrations, or icons that represent your brand.
- Brand patterns or textures – any repeatable designs used for backgrounds or accents.
- Brand voice & tone guidelines – a short description of how your brand communicates (formal, playful, friendly, etc.).
- Video assets – brand videos or animations that may appear on the website.
- Existing marketing materials – brochures, business cards, or other collateral that show your brand in action.

Click the folder below to start uploading content:

