

Website Discovery Questionnaire

1. About Your Business

- What is your business name and current website URL (if any)?
- Please briefly describe your business and the products or services you offer.
- Who are your main competitors? Please share their website URLs if possible.
- What makes your business unique compared to competitors?

2. Project Goals

- What are the primary goals for your new website? (e.g., generate leads, provide information, build brand awareness)
- What specific actions do you want visitors to take on your website? (e.g., fill out a contact form, subscribe to a newsletter)
- Are there any secondary goals or features you want included?

3. Target Audience

- Who is your target audience? (Demographics, interests, behaviors)
- What problems or needs does your target audience have that your website should address?

4. Current Website (if applicable)

- What do you like and dislike about your current website?
- What features or content do you want to keep or remove?
- Do you have any analytics or user feedback insights you can share?

5. Content

- Do you have existing content (text, images, videos) ready for the new site?
- Will you need assistance with content? (we do this as a standard but happy to use what you already have too.)
- Are there any specific pages or sections you want? (e.g., About Us, Services, Blog, Testimonials)(Keep in mind - this offer has a 5 page limit)

6. Design Preferences

- Do you have brand guidelines or existing branding materials (logo, colors, fonts)?
- Are there websites you like the look and feel of? Please provide examples and what you like about them.
- Are there any colors, styles, or design elements you want to avoid?
- What overall tone or personality should the website convey? (e.g., professional, friendly, modern, playful)

7. Functionality & Features

- What specific features do you want? (e.g., contact forms, blog, newsletter signup)

8. SEO & Marketing

- Do you have a list of target keywords or phrases (we will use these in your site's content)?
- Are you currently doing any SEO or digital marketing?
- Do you want your website optimized for search engines?
- Will you require ongoing marketing support or analytics tracking?

9. Technical Details

- Do you have a domain already set up? Or do you want us to send you free domain options?
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10. Maintenance & Support

- Will you need ongoing website maintenance and updates?
- Who will be responsible for updating content after launch?
- Do you require training on how to use the website?

12. Additional Information

- Is there anything else you want to share or any special requests for your website?