

## 1. Business & Goals

- What is your business/organization name?
- What are your primary services and/or products?
- What problem do you solve for clients? Why would they engage with you?
- How long have you been in business?
- Do you do most of your business locally or cover a larger area?
- Is there a story behind your business? Is there a meaning behind the business name?
- What is the philosophy or the values of your business? (e.g., quality, reliability, innovation, value, professionalism, etc.)
- What makes your business unique or different from your competitors?
- Do you hold certain qualifications or certifications that allow you to do what you do or enhance what you do?
- Do you have special equipment or capabilities that are important to your industry? Do any of them set you apart from your competition?
- How many employees do you have?
- Are there any team members that should be highlighted on the site?

## 2. Target Audience

- Who are your current customers (generally and/or specifically)?
- Is there a kind of customer you like to attract more of?

- How do you want your customers to feel about your business?

### 3. What do you need in a website?

- What are you hoping to gain through a new website?
- How should visitors feel when using your site? (Trusted, excited, informed?)
- What action(s) do you want them to take on your website? (Buy, contact, subscribe, etc.)
- Are there any must-have pages you'd like to have? (e.g., About, Services, Testimonials, Contact, etc.)
- Are there any websites you've visited that you admire or that do something well? If so, what?
- Who are some top competitors, and what do you like/dislike about their websites?

### 4. Design & Branding

- Do you already have a logo, brand colors, or brand fonts?
- Share 3-5 websites you like the look and feel of, even if they are unrelated to your line of work. What do you like about them?
- Is there a style that feels right for your brand? (Minimalist, bold, playful, corporate, etc.)

### 5. Content

- Will you provide your own text, or do you need help with copywriting?
- Do you have photos/images to provide?

## 6. Features & Functionality

- Do you need:
  - E-commerce functionality (a store)?
  - Membership/login areas?
  - Blog/news section?
  - Third-party integrations (CRM, payment gateways, etc.)?
  - Calendar/event listings?
  - Booking/scheduling?
  - Social Media feeds?
  - Contact forms?
  - Anything else?
- Do you already have a domain name (www...) or hosting?
  - If yes, where is it registered/hosted?

## 7. Timeline

- Do you have a desired launch range or any important deadlines?