

# NEW WEBSITE QUESTIONNAIRE

For: [Client business name]

From: [Your business name]

Fill in what you can — a sentence each is plenty. We'll go through the rest together.

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## 1. Your business

Business name: \_\_\_\_\_

What you do, in one sentence: \_\_\_\_\_

Where you work (towns or areas): \_\_\_\_\_

Years in business: \_\_\_\_\_

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## 2. Your customers

Who your best customers are: \_\_\_\_\_

What they type into Google when they need you: \_\_\_\_\_

The jobs you want more of: \_\_\_\_\_

The jobs you'd rather not get: \_\_\_\_\_

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## 3. Your services

Your main services: \_\_\_\_\_

Prices or starting prices you're happy to show: \_\_\_\_\_

What makes you different: \_\_\_\_\_

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## 4. Proof

Your Google Business Profile link: \_\_\_\_\_

Reviews or testimonials you'd like on the site: \_\_\_\_\_

Photos of your work, team or premises: \_\_\_\_\_

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## 5. Your current website

Current website address (if any): \_\_\_\_\_

Who holds the domain name and its login: \_\_\_\_\_

What you like and dislike about it: \_\_\_\_\_

Two or three websites you like, and why: \_\_\_\_\_

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## 6. What the site should do

The one action a visitor should take (call / book / request a quote): \_\_\_\_\_

Forms, booking or payments you need: \_\_\_\_\_

How you'll know the website is working: \_\_\_\_\_

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## 7. Practical details

Who approves the draft: \_\_\_\_\_

Launch date you're aiming for: \_\_\_\_\_

Budget range: \_\_\_\_\_

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