

Business Profile Website - Client Questionnaire

Quick intake form - short answers are welcome. Fields marked * are required.

1. BUSINESS DETAILS

Business or company name *

Tagline or slogan (optional)

Contact person *

Business email and phone number *

Business address or areas served

Describe your business in 2-3 sentences *

Tip: Tell us what you offer, whom you serve, and where you operate.

2. WEBSITE GOAL

What is the main purpose of the website? Select one or more. *

- | | |
|--|--|
| ☐ Introduce the business | ☐ Build trust and credibility |
| ☐ Generate inquiries or leads | ☐ Showcase products or services |
| ☐ Showcase completed projects | ☐ Other |

Website Goals and Content

Tell us who the website is for and what it needs to present.

2. WEBSITE GOAL AND CUSTOMERS - CONTINUED

Who are your ideal customers? *

What should visitors do after viewing the website? Select the main action. *

- | | |
|---|--|
| ☐ Call us | ☐ Send an email |
| ☐ Complete an inquiry form | ☐ Request a quotation |
| ☐ Message on Facebook | ☐ Message on WhatsApp |
| ☐ Visit our location | ☐ Other |

What makes your business different from competitors?

3. PRODUCTS, SERVICES, AND PAGES

List your main products or services *

Should prices or packages appear on the website?

- | | | |
|------------------------------|-----------------------------|-----------------------------------|
| ☐ Yes | ☐ No | ☐ Not sure |
|------------------------------|-----------------------------|-----------------------------------|

Which pages should be included? Select all that apply.

- | | |
|--|--|
| ☐ Home | ☐ About Us |
| ☐ Products / Services | ☐ Projects / Portfolio |
| ☐ Gallery | ☐ Testimonials |
| ☐ FAQ | ☐ Contact / Request a Quote |

Common customer questions (up to five, optional)

Design and Materials

Choose the closest options. We can recommend a direction if you are unsure.

4. DESIGN DIRECTION

Preferred website style

- | | |
|--|--|
| ☐ Professional / corporate | ☐ Modern / minimalist |
| ☐ Premium / elegant | ☐ Friendly / approachable |
| ☐ Bold / energetic | ☐ Traditional / established |
| ☐ Not sure - please recommend | |

Brand colors

Websites you like (optional)

Anything you do not want in the design?

5. MATERIALS YOU CAN PROVIDE

- | | |
|--|---|
| ☐ Logo | ☐ Company profile / brochure |
| ☐ Product or service descriptions | ☐ Business / project photos |
| ☐ Testimonials | ☐ Certifications / permits |

May we improve or rewrite your supplied text?

- ☐ Yes
- ☐ Yes, with my approval
- ☐ No - use my exact wording

Please send files separately. Do not place passwords or private login details in this form.

Features and Project Details

Final details needed to prepare your website proposal and content plan.

5. WEBSITE FEATURES

- | | |
|---|---|
| ☐ Contact form | ☐ Quotation request form |
| ☐ Click-to-call button | ☐ Facebook Messenger |
| ☐ WhatsApp button | ☐ Google Maps |
| ☐ Photo gallery | ☐ Downloadable company profile |
| ☐ Social media links | |

6. DOMAIN, TIMELINE, AND APPROVAL

Do you already own a domain name?

- ☐ Yes ☐ No ☐ Not sure

Current or preferred domain name

Preferred launch date

Who will approve the final website? *

Other instructions or important information

By submitting this form, you confirm that you are authorized to provide the supplied business materials for website use.

Client name:

Date: