

WEBSITE CLIENT INFORMATION CHECKLIST

Questionnaire - type directly into each field.

1. BUSINESS BASICS

Exact business name you want displayed

Owner/contact person's name

Phone number customers should use

Business email customers should use

Business address, or whether the business is service-area/mobile only

Cities/areas you serve

Business hours

Social media links (Instagram, Facebook, TikTok, etc.)

WEBSITE CLIENT INFORMATION CHECKLIST

Questionnaire - type directly into each field.

2. WHAT THE BUSINESS DOES

Short description of the business

Complete list of services

Short explanation of each service, if needed

Prices you want shown (optional)

What makes the business different from competitors

How long the business has been operating (optional)

Who is your ideal customer?

Which services are the most important or most profitable to feature?

Main competitors or competitor websites you want me to be aware of (optional)

WEBSITE CLIENT INFORMATION CHECKLIST

Questionnaire - type directly into each field.

3. WEBSITE GOAL & CUSTOMER ACTION

What is the main goal: more calls, quote requests, bookings, walk-ins, credibility, sales, etc.?

What should visitors do first: Call, Text, Request a Quote, Book Now, Email, etc.?

Do you want a contact/quote form?

Where should form submissions go (email, phone, booking system, etc.)?

Do you want online booking? If yes, what booking service do you already use?

Do you need any special features such as payments, photo uploads, customer login, menu, memberships, or downloads?

WEBSITE CLIENT INFORMATION CHECKLIST

Questionnaire - type directly into each field.

4. LOGO, PHOTOS & BRANDING

Business logo - describe what you have; send the actual logo file separately

Photos you want used - describe what you have; send the actual files separately

Any before-and-after photos you want used

Preferred colors

Any websites or styles you like for inspiration

Any colors/styles you absolutely do not want

Any fonts, slogan, tagline, or existing brand guide you already use (optional)

WEBSITE CLIENT INFORMATION CHECKLIST

Questionnaire - type directly into each field.

5. PAGES & CONTENT

Which pages do you want? Common choices: Home, About, Services, Gallery, Reviews, Contact

About Us information or the story behind the business

Customer reviews/testimonials you have permission to display

Frequently asked questions you want answered

Special offers, warranties, financing, free estimates, emergency service, etc.

Anything that absolutely must be included on the website

WEBSITE CLIENT INFORMATION CHECKLIST

Questionnaire - type directly into each field.

6. DOMAIN & EXISTING SETUP

Do you already own a domain name? If yes, what is it?

If you have an existing website, send the address and explain what you want changed

Do you already use Google Business Profile, a booking platform, or another service you want connected?

Do you already have a business email connected to your domain?

Who currently manages your domain, website, hosting, or business email, if anyone?

WEBSITE CLIENT INFORMATION CHECKLIST

Questionnaire - type directly into each field.

7. ONGOING SUPPORT

Would you like ongoing website maintenance after launch?

Would you like help with future updates, new pages, photos, offers, or content changes?

8. FINAL PREFERENCES

Is there a specific deadline or launch date?

Is there anything else you want me to know before I start?