Describe the target audience that you would like?

Describe the style of website that you would like?

What do current competitors’ websites have that you would like?

Name the three most important things on the new website?

Name the three least important things on the new website?

Do you have a logo you plan to use, or will one need to be created?

Will there be any cross-promotion of content within the site?

Do you or your team need training for making website updates and content?

Do you have any specific photos you plan to use?

Will any customizations need to be made such as optimizing for search, adding content overlays, customized wrappers, etc?

Do you have specific requirements for different viewports (mobile/tablet/desktop)?

Will you need multiple levels of access?

Will there be any third-party applications that will need to be integrated?

Do you want contact phone numbers prominently displayed?

How much traffic are you anticipating?

What is your time frame for total project completion?