

Basics -

Business Name:

Current Website:

Phone #:

Email:

Bio:

Mission Statement:

Any other relevant info you might want to include (things like licenses / certifications you need/want to mention):

About the site -

What are you trying to accomplish with this website? Just a place for your info or do you want them to be able to do specific things from your site (make purchases/read blogs/schedule)?

Who is your targeted audience? Certain age group or demographic? Wealthy people? Middle Class? Locals?

What are the “must haves” (place to schedule/contact form)?

What are the “nice to haves”?

Is there anything else specific you might want the site to have?

Are there any other websites you like? Are there specific things you want your website to have that is similar to theirs?

About the business -

What exactly do you do?

What are the services you offer?

What sets you apart from others (if there is anything specific)?

Do you have any specialties or specific skills you want people to know of?

What do you work on mostly? Homes? Commercial businesses?

Who do you work with mostly? People? Companies?

Do you have any competitors and if so what are they doing?

Scheduling -

How does scheduling typically work for you?

Are you looking to book with your site or just have them contact you directly?

Whats the best way to contact you to schedule? Phone? Email? Either?

Design -

Do you have a color scheme?

What is the tone you want to provoke with your site?

Who do you want to appeal to?

Other things I'll need (if you have them) -

Logo

Any relevant imagery

Any testimonials / reviews