**ABOUT YOUR PRACTICE**

**Who is your target audience for the website? Who are your current and ideal potential clients?**

* Age, location, education level, lifestyle
* How many staff in your office? Out of your office (remote)?

Answer:

* Families (newborn to elderly), semi rural demographic, and privately owned.
* Aimed at current patients / returning patients

**What are adjectives/descriptors you would use to describe your business?**

Answer:

* Hometown feel, smaller local business

**What is the general purpose of your website?**

* To attract new business? To communicate with current clients/customers?

Answer:

* Provide patients with necessary forms and prices for services
* Provide the community with information about the doctors

**SITE CONTENT QUESTIONS**

**Do you want to keep your current content and structure?**

Answer: She mentioned having a domain?

**Do you intend to use a website builder (Wix, Squarespace, etc.), CMS (WordPress), or other?**

Answer:

* Sounds like she would prefer we use a builder for maintainability

**DESIGN QUESTIONS**

**Do you want to keep your current logo and color scheme? If you don’t have a current logo or color scheme, do you have one in mind?**

Answer:

* has a logo
* no color scheme (red if anything)

**Do you have any concepts or images or you want to incorporate?**

* Are there certain types of concepts, textures, and/or images that you want to incorporate?



**What example websites (or portions of sites) do you like, and why?**

Answer:

* [**http://www.finefootcarecenter.com/**](http://www.finefootcarecenter.com/)
* [**https://www.orthohealthkc.com/**](https://www.orthohealthkc.com/)

**How many pages do you want on the site?**

Answer:

* 2-4
* home page (general info), services page, doctors page, about page

**Do you require any third-party integrations?**

Answer: Not at this time