

# Gooseberry Consulting: Website Strategy & Content Questionnaire

## Part 1: Visual Identity & Branding

To ensure the site looks exactly how you envision it.

- **Brand Colors (The “Gooseberry” Palette)**

- Please provide exact Hex Codes (e.g., #505050) if known. If not, describe the tone.
- **\*\*Primary Color:\*\***
- \*(e.g., A deep charcoal grey? A soft dove grey?)\*

**#202936**

- **\*\*Secondary/Accent Color:\*\***

\*(e.g., A bright teal or orange for buttons? A muted navy?)\*

**#2563eb**

- **\*\*Background Color:\*\***

\*(Pure white #FFFFFF or an off-white/light grey?)\*

**#e2e8f0**

- **\*\*Text Color:\*\***

\*(Standard black or a dark grey for softer reading?)\*

**#202936 (same as primary)**

- **Typography**

- Headings Font: \*(e.g., Serif like “Playfair Display” for elegance, or Sans-Serif like “Inter” for modern tech?)\*

**Inter**

- **\*\*Body Text Font:\*\*** \*(Must be highly readable.)\*

## Inter

- **Logo & Imagery**

- **\*\*Logo Files:\*\***

Do you have an SVG or high-res PNG with a transparent background?



## Part 2: The Core Message (Copywriting)

This section collects the actual text to replace any “Lorem Ipsum” placeholders.

- **The Hero Section (Above the Fold)**

- **\*\*Headline:\*\***

\*(6–10 words. What is the big promise?)\*

Expertly Crafted Cybersecurity Challenges For Your Next Exercise

- **\*\*Sub-headline:\*\*** \*(Clarifies the headline: who is this for and what do they get?)\*

Premium challenge sets for CTFs and corporate training. We build the rigorous technical content; you handle the hosting.

- **\*\*Call to Action (CTA) Button Text:\*\***

Kind of optional but put something like ("Learn More") or smthn like that to draw attention

See Our Services

- **The Problem & Solution**

- **\*\*The Problem:\*\***

What specific pain point is your client facing right now?

Hosting platforms are easy to find. However, building high-quality and bug-free cybersecurity challenges takes hundreds of hours of specialized engineering. Organizations often face a content gap where they have the infrastructure to run an event but lack the time or expertise to create rigorous scenarios.

- **\*\*The Solution:\*\***

How does Gooseberry Consulting fix it uniquely?

We are the specialized content engine for your cybersecurity events. We strictly focus on development by crafting bespoke scenarios covering the full spectrum of cybersecurity disciplines. These are delivered as ready-to-deploy packages so you can focus on managing the event rather than debugging the code.

- **Services Snapshot**

### **Service 1**

- **Service Name:** Custom Challenge Development
- **Short Description (1 sentence):** We create scenarios tailored to your specific difficulty requirements ranging from entry-level web exploitation to advanced binary exploitation.
- **Icon Idea:** A blueprint unrolling to reveal a shield or a lock.

### **Service 2**

- **Service Name:** Challenge Bundles
- **Short Description (1 sentence):** We offer pre-configured sets of challenges, such as OWASP Top 10 or Intro to Reverse Engineering, that are ready for immediate integration into your platform.
- **Icon Idea:** A stacked box or package icon with a hazard symbol on it.

### Service 3

- **Service Name:** Technical QA & Maintenance
- **Short Description (1 sentence):** We test, debug, and update your existing challenge repositories to ensure flags work correctly and vulnerabilities are stable.
- **Icon Idea:** A magnifying glass hovering over a bug (insect).

- **Social Proof (Trust Signals)**

- Say that we have worked with the following clients + their logos:
  - MetaCTF
  - SunshineCTF

### Part 3: Target Audience & Vibe

- **Who is the Ideal Client?**

\*(e.g., “Corporate executives in Finance,” “Small business owners,” “Tech startups”)\*

- **CTF Platform Providers:** Companies like MetaCTF that need fresh content to keep their subscriber base engaged.
- **Corporate Security Leads:** Managers needing specific Red Team assessment exercises for internal training without buying a whole new platform.
- **Conference Organizers:** Tech conferences that want to run a CTF village but do not have a dedicated team to write the puzzles.

- **Brand Personality Keywords**

List 3 keywords to describe the vibe of this brand

## Part 4: Technical & Logistics

- **Contact Mechanism**

Where should the "Contact Us" form data go?

\*(e.g., Email address, Phone number)\*

contact@gooseberryconsulting.com

- **Links & Navigation**

What links do you need in the Footer?

- **LinkedIn URL:** Will add later

- **SEO Basics**

What are the top 3 keywords you want to be found for?

\*(e.g., "Management Consulting London", "Business Strategy")\*

Capture the Flag, King of the Hill, cybersecurity

## Part 5: Filler Text Strategy

- **\*\*Length Preference:\*\***

\*(Short, punchy headlines with lots of white space, or detailed paragraphs?)\*

**Short**

- **\*\*Tone of Filler:\*\***

\*(Should placeholder copy be Corporate or Casual until final text is ready?)\*

**Corporate**