

Client:

Prepared by: SJ Media Labs

Date:

1. Company Information

- **Company/Brand Name:** _____
 - **Tagline/Slogan (if any):** _____
 - **Business Overview:** _____
 - **Products Offered:** _____
 - **Services Offered:** _____
 - **Years in Business:** _____
 - **Target Audience:** _____
 - **Competitors (Links):** _____
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2. Website Objectives

What are the primary goals of this website?

- ☐ Brand Awareness
- ☐ Lead Generation
- ☐ Service Showcase (Courses)
- ☐ Booking/Appointments (Demo Classes)
- ☐ Blog/Content Marketing
- ☐ Portfolio/Case Studies
- ☐ Other: _____

3. Design Preferences

- **Do you have any brand guidelines (colors, fonts, logo, etc.)?**
 - ☐ Yes
 - ☐ No (Need to create)
- **Preferred Colors or Style:** _____

- **Logo File:**

- ☐ Provided

- ☐ To be created

Format: ☐ PNG ☐ SVG ☐ AI

- **Reference Websites You Like (with reasons):**

- **Design Style:**

- ☐ Minimalistic

- ☐ Modern & Trendy

- ☐ Corporate & Clean

- ☐ Bold & Vibrant

- ☐ Other: _____

4. Content & Assets

- **Do you have ready content (text, images, videos)?**

- ☐ Yes

- ☐ No, need help creating content

- **Stock Images / Custom Photos Required?**

- ☐ Yes

- ☐ No

- **Videos / Testimonials / Case Studies Available?**

- ☐ Yes

- ☐ No

5. Technical Preferences

- **Preferred Technology/Platform:**

- ☐ WordPress

- ☐ ReactJS / NextJS

☐ PHP / Laravel / CodeIgniter

☐ Shopify / WooCommerce

☐ Other: _____

● **Hosting:**

☐ Provided by client

☐ To be purchased

Hosting Access: ☐ cPanel ☐ SSH ☐ CyberPanel

6. Point of Contact

● **Name:** _____

● **Designation:** _____

● **Phone Number:** _____

● **Email ID:** _____

7. Functional Requirement

- Live Chat
- Contact form
- Whatsapp integration
- Language options

8. Website Structure (Menu)