Website customer intake

01 / Your business and brand

Type into the fields or print and complete by hand. Short answers are welcome.

Business name

Date

Contact name

Phone

Email

01 Tell us about your business.

What do you offer? Who are your customers, and what areas do you serve?

02 What should your website accomplish?

Calls, inquiries, appointments, sales, showcasing work, or another goal?

03 Do you already have a website or domain name?

List the address and who manages the domain and hosting. No passwords, please.

04 Do you have a company logo?

Tell us if it is ready to share, needs refreshing, or you would like one created.

Website customer intake

02 / Your style and content

Type into the fields or print and complete by hand. Short answers are welcome.

05 What colors do you prefer?

Include brand colors, favorite colors, and colors to avoid. Color codes are optional.

06 What look and feel do you like?

Clean and modern, bold, elegant, traditional, friendly, or another style?

07 Are there websites you like?

Share two or three web addresses and what you like about each.

08 What pages do you need?

Home, About, Services, Pricing, Gallery, Reviews, FAQs, Contact, or other pages?

Website customer intake

03 / Features, timing and next steps

Type into the fields or print and complete by hand. Short answers are welcome.

09 Do you have content ready?

Photos, descriptions, company details, testimonials? What would you like help with?

10 What features do you need?

Forms, booking, payments, a store, email sign-ups, or connections to existing tools?

11 What is your budget and target launch date?

Include your budget range, preferred date, and any event or deadline driving it.

12 Who will approve the website and manage it afterward?

Name the approver. Would you like ongoing updates, maintenance or marketing support?

13 Anything else you would like us to know? (Optional)

Share other requests, concerns, or anything you definitely do not want.