Your business. Your goals.

Detailed brief: allow about 20-30 minutes, depending on the sections you need. Complete pages 1-7 and only the relevant extras on pages 8-10. We prepare page 11 for your review.

Choose this form or Quick Start - you only need one. For text answers about existing items: "None" = you do not have it; "Not sure" = you do not know or want help; "Not applicable" = unrelated to your project. Please provide your business name, name and email. Optional questions may be left blank.

Business / organization

Your name and role

Email for project communication

Phone (optional)

01 What kind of project is this?

Select...

Project type

Current website address (or "None")

Website example: www.yourbusiness.com. Enter "None" if you do not have a website.

02 What does your business offer, and why do people choose you?

Example: home repairs for local homeowners, with same-week appointments. Include your service area and any limits.

03 What is the main problem this website should solve?

Example: customers cannot find our prices or easily request a quote. "Not sure" is fine.

04 What is the ONE most important action a visitor should take?

Select...

What should happen immediately afterward? (For example, a request reaches your office.)

05 Six months after launch, what outcome would show progress?

Example: 10 suitable enquiries per month, up from 4 today. Give a target if known; write "Not sure" if not measured yet.

Visitors and launch priorities

Focus on what visitors need to understand and do. Everyday language is fine; write "Not sure" where you want help deciding.

06 Who is the website primarily for?

Describe their situation, location and needs. Include languages and any needs related to reading, hearing, vision, mobility or using technology.

07 What must they know or trust before taking the next step?

List the main questions, worries or objections. Include useful proof, such as real reviews, credentials, examples or guarantees you can support.

08 What should a visitor understand in the first 10 seconds?

Example: we repair bicycles locally and offer next-day collection.

09 What are your three most important launch requirements?

List up to three launch needs, such as requesting a quote from a phone. Leave unused rows blank; select a priority for each used row.

Visitor task, content or feature	Priority
	Select...
	Select...
	Select...

10 What can wait, or should stay outside this project?

Example: online payments can wait until next year. Write "None" or "Not sure" if appropriate.

11 Which additional sections apply? Check all that match.

- ☐ Existing site to update or replace: page 8
- ☐ Sell, take payments or donations: page 9
- ☐ Enquiries or appointments: page 10, C
- ☐ Logins or members: page 10, D

12 How will people find the website?

For example: search, local listings, referrals, social media, advertising or printed materials. Note any help you want us to quote.

Content and visual direction

Tell us what is usable now and where you want help. Choosing agency help requests a discussion and quote; it does not authorize extra charges.

M1 Do you have a logo you want us to use?

Select...

M2 What colors would you like on the website?

Name colors, share color codes, or write "Use our current colors", "Help us choose" or "No preference".

M3 Who will provide the words for your website?

Select...

M4 What photos or images should we use?

Select...

M5 Which products or services should the website feature?

List up to three priorities, such as lawn mowing, garden cleanup and hedge trimming. For a non-selling site, describe the information or work to feature. "Help us choose" is fine.

M6 How should prices appear on the website?

Select...

M7 Where are the files, and what is missing?

Give file or folder links, or "None" if no materials exist. Note any permissions needed. For new images, say photo, illustration or AI-generated. Write "Not sure" if you need help. No passwords.

M8 How should the website feel, and what should it avoid?

Use up to 3 words, such as friendly or bold. Add 1-2 example links if you have them; otherwise "Not sure" is fine.

More materials and responsibilities

Only tell us about materials relevant to this project. "None", "Not sure" and "Help us decide" are useful answers. No files need to be uploaded with this form.

M9 Do you have a guide for your logo, colors or fonts?

Share a link or write "Yes - we will send it", "No" or "Not sure".

M10 Would you like video on the website?

Select...

M11 What reviews, qualifications or examples of your work can we show?

List what you can share, or write "None yet" or "Help us decide".

M12 What useful information or downloads should visitors find?

For example: common questions, a menu, a brochure or articles. Write "None" or "Help us decide" if needed.

M13 What business policies or terms do you already have?

For example: returns, cancellations, terms or a privacy notice. List documents or write "None" or "Not sure". We can identify what needs follow-up.

M14 Who will supply and approve website text and images, and when?

Content contact / approver

Expected date usable content is ready

Content means website text, images and other materials. For the contact or date, "Not sure" is fine. Keep answers brief; attach extra notes by question number. Save the PDF before returning it through the agreed project channel.

Your website name

A domain is an address such as yourbusiness.com. You can own one even if you do not have a website yet. These answers are preferences; choosing help does not order a domain or authorize a charge.

N1 Do you already own a website name (domain)?

Select...

N2 What is the existing domain name?

Skip N2 if you chose "No". Otherwise enter the name, or write "Not sure". We can help check who owns it.

Existing domain name

Select...

Your access (skip if no domain)

N3 Do you have a new domain name in mind?

Answer N3-N6 only if you need a domain or want a different one. Otherwise skip to the next section or page.

Select...

N4 Which domain names are you considering?

If you have a name or ideas, enter them here. Example: yourbusiness.com. We will check availability before confirming.

N5 Any words or preferences for the name? (Optional)

If you want suggestions, mention your business name, location or words to avoid. "No preference" is fine. Otherwise skip.

N6 Who would you like to register the new domain?

Select...

For an existing domain, we will confirm who controls the registration and how access will be arranged. Never enter passwords or security codes. The next page covers hosting and other accounts.

Hosting, timing and review

Account information here means provider names and access status only. Never enter passwords, security codes, payment-card details or API keys. Access will be arranged separately.

13 What website accounts already exist?

A provider is the company you use. Write "None" for no account, or "Not sure" if unknown.

Account	Address / provider and account owner	Your access
Hosting stores your site		Select...
Business email email service		Select...
Website editor edits your pages		Select...

Hosting preference

Select...

After launch, who should manage updates?

Select...

14 What other tools or information must the website work with?

Name tools such as a booking calendar or payment service; write "None" if there are none. Describe any private information to collect without including real customer details.

15 What timing should we plan around?

Use a date or "Not sure"; write "None" if no fixed deadline. Budget and payment preferences are on page 7.

Desired launch date

Hard deadline and reason, if any

16 Who makes final decisions, and how will we work together?

Final approver: name and role

Person who collects everyone's feedback

Review time (e.g., 2 working days)

Updates (e.g., email once a week)

17 Anything else? (Optional; leave blank if nothing to add.)

Value, payment and ownership

These answers help us prepare options that fit your business. They are preferences for discussion, not a purchase agreement. "Not sure" is welcome; no prices or payment terms are set by this form.

P1 What would achieving your website goals be worth to your business?

Give an amount, currency and timeframe, or describe the practical benefit. Example: save 3 hours each week. This asks about value, not a promise to spend that amount.

P2 How would you prefer to pay for the website?

Upfront purchase
Pay the agreed build price upfront: a higher initial payment than monthly payments. Hosting and care are quoted separately.

Monthly website payoff
Pay off the build price through an agreed monthly schedule. Hosting and care are quoted separately.

Monthly website + care plan
One plan covers website payoff, hosting, domain registration/renewal and ongoing website care.

Select...

P3 What amount would feel comfortable?

Use a range and currency, or "Not sure". Fill only the amount for your preference; if comparing, you may answer both. Monthly totals should include any services you want in the plan.

Total build budget (upfront / comparing)

Monthly total (monthly plans / comparing)

Optional: ongoing services-only monthly budget + currency (excludes build payments)

P4 After the website is paid off, what would you prefer?

Select...

Website ownership transfers to you when the agreed build price is fully paid. If you keep monthly services, the recurring price reduces to the services you keep; no build payment remains. The written proposal will separate the build price and payment schedule from service charges, and explain ownership and handover (including third-party licenses) and the services-only price after payoff.

Your existing website

Complete this page only if a website already exists. For a small repair, focus on A1-A3 and anything else affected. Skip for a new website. Use "None", "Not sure" or "Not applicable" where appropriate.

A1 What works well and must stay? What is causing problems?

Name specific pages or features. If there is a fault, describe what you do, what happens now, and what should happen instead.

A2 What must keep working during and after the change?

Think of business email, enquiries, checkout, bookings, links, customer accounts and connected tools. Note acceptable downtime or dates when changes must not occur.

A3 What should move to the new site, and what should be retired?

List content, products, downloads or account data to keep. Identify important page addresses, old links or search traffic to preserve. Describe data types only; we will arrange any transfer securely.

A4 Who manages the current site and can help with the handover?

Name the person or company and how you will introduce us. Say who controls the web address, hosting, backup copies and website files. Write "None" if no one manages it, or "Not sure" if unknown.

A5 What evidence can help us understand the current performance?

Example: enquiry counts, customer feedback, screenshots or links to earlier requests. Write "None" if you have no evidence yet. Share references, not private login details.

A6 Are any tools, contracts or renewal dates limiting the project?

Example: a web address due for renewal, software you must keep, or a notice period with your current company. Write "None" if there are no known limits, or "Not sure".

Selling and accepting payments

Complete this page only if visitors will buy products, pay for services, subscribe or donate online. Otherwise skip it. Write "Not sure" if undecided, or "Not applicable" for a question that does not fit.

B1 What will people purchase or pay for?

Describe products, downloads, services, subscriptions or donations. Estimate how many items you will offer at launch; mention options such as sizes, bundles or repeat payments.

B2 Where do you sell, and how do customers receive the order?

List countries or service areas, currencies, and shipping, pickup or download options. Describe delivery limits or special steps to complete an order.

B3 What systems already handle payments, products or inventory?

Name payment or stock-tracking services; write "None" if you have none. Can customers buy without signing in, or do they need accounts? "Not sure" is fine. No card or bank details.

B4 Who owns the business rules and day-to-day order handling?

Name who supplies and approves prices, shipping rates, tax settings, refund/cancellation policies and receipts, and who handles orders, stock and customer questions.

B5 Walk us through one successful purchase or payment.

What does the customer choose, pay and receive? What confirmation reaches your team? Include what should happen if payment fails or an item is unavailable.

We will turn the agreed purchase flow into checks before launch, including payment status, confirmation and delivery. Test purchases will use an agreed test method; never send real card details in this form.

Enquiries, bookings and accounts

Complete C if the site collects enquiries or bookings. Complete D if visitors sign in or receive private content. Skip either section that does not apply.

C1 What should happen when someone contacts you or books?

Name the service or request type, required information, recipient and expected response time. What confirmation should the visitor receive?

C2 For bookings: what rules must the calendar follow?

Include staff or locations, time zones, duration, availability, deposits, approval, reminders, rescheduling and cancellation. Skip if you only need an enquiry form.

C3 What existing system should handle this, and who maintains it?

Name your calendar, booking tool or customer-record system. Write "None" if you have none, and say whether you want help choosing one. "Not sure" is fine.

D1 Who needs an account, and what can each type of user do?

For example: customers view orders, members access lessons, staff approve applications. Specify anything that must remain private.

D2 How should people join, gain access and leave?

Describe invitations or open sign-up, free or paid access, approvals and cancellation. List accounts or content to move, or "None" if there are none. Write "Not sure" for decisions still open.

D3 Who will manage access, content and account support?

Name the responsible person or team, or "Not sure" if undecided. Note special security or privacy rules you already follow; write "None known" if there are no known extra rules.

What we heard. What we will verify.

Prepare this from either form. Reuse answers already supplied and clarify only relevant gaps before confirming scope, cost and dates. The client reviews this summary; form answers alone do not approve work.

Business / project

Brief version / date / prepared by

01 Agreed purpose, audience and primary visitor action

02 Launch deliverables and how we will check them

Assign an ID and cite the source form version/question or dated request. Use observable checks, not business targets such as promised sales.

ID / source / deliverable	Phase / owner / due date	Acceptance check

03 Responsibilities, later phases and decisions still open

Confirm content duties and dates, hosting/support owners, later work and exclusions. List decisions or costs awaiting approval; attach detailed scope as needed.

04 Client response to this understanding

Select...

Corrections or comments

Client reviewer / date

Reply reference / evidence location

For later changes, retain the dated client request, agreed scope, owner and deadline. Record the live URL, test date and evidence. Track client review separately. Notify the client when scope or timing changes.