

Customer Profile

Full Name

Email Address

Contact No.

Address

Street Address

State/Province

Zip Code

Client Onboarding

Company Name

What is your preferred domain name?

Example: www.blackwaterdesign.com

Type of business?

- Standard Website (Content-Base) Booking and Reservations
 E-Commerce Informational Websites/Blog

Do you use an abbreviated version of the company name in your branding? (E. g. National Broadcasting Company goes by NBC in their branding)

Can you give me a brief overview of what your business/organization offers or does?

What would you say is most important for customers to know about your business?

Can you briefly describe why first-time and returning customers would choose to work with you?

How long have you been in business?

How many years of experience do you have in the industry?

Branding and Identity

Do you have a logo?

- Yes
- No

If no, do you want us to create your branding guidelines?

- Yes
- No

Facebook page

Instagram page

Website Goals

Website goals

What is the best way to contact you? Why would someone contact your company?

Contact Details

Would you like to have your phone number displayed on the site?

Which number would you like to display?

Would you like your email address displayed on your site?

What email address would you like your contact inquiries sent to?

Do you have hours of operation?

Do you have a physical location?

What geographic area do you service with your business?

Website Content

Do you have a bio of yourself or other staff members you'd like to include? If yes, please indicate:

Some businesses have received online reviews, certifications, accolades, or other forms of recognition such as awards or testimonials about their products or services. Do you have any forms of recognition in your field that we should highlight?

Are you a member of any business-related associations? If yes, please indicate:

Website Pages (Site Map)

Do you have any pages in mind already? If yes, please indicate:

Layout Options

From the internal website references we showed you earlier, is there one that stood out to you the most? Or is there an external website you want the designers to use as a guide for your vision?

Look and Feel

Do you use any specific colors to represent your business in marketing materials?

Site colors:

Do you have a reference website in mind?

What is your competitor's website?

Business to Business

What kind of industries are you looking to appeal to?

Business to Consumer

Are there any websites, social sites, business sites, YouTube videos, or any other pages online you would like us to link to?

SEO

If local, what cities do you service or mile radius around your area.

Who are you main competitors?

What keywords did you have in mind that you'd like to be found for?

Design Add Ons

Purchased Add-ons

Final Notes

Additional site details

Internal Notes

INTERNAL ONLY - FOR DESIGNER

THANK YOU