



Welcome! This questionnaire helps us understand your business goals, design preferences, and functional needs so we can build a high-performing website for your brand. Please fill out as much detail as possible.

Section 1: Business Profile & Brand Identity

1. Business Information

- **Company/Organization Name:**
- **Current Website URL (if applicable):**
- **Primary Contact Name & Email:**

2. What does your business do, and what products/services do you offer?

3. Who is your ideal target customer/audience?

(e.g., Local homeowners, B2B executives, first-time buyers)

4. What makes your business stand out from competitors?

5. Do you have established brand guidelines or assets ready?

- ☐ Yes, we have a logo, brand colors, and style guide ready to upload.
- ☐ We have a logo, but need help defining our brand colors/fonts.
- ☐ No, we need complete logo design and branding services.

Section 2: Website Objectives & Audience Experience

6. What is the primary goal of your new website? (Select up to 2)

- ☐ Generate inbound leads/inquiries
- ☐ Sell products online (E-commerce)
- ☐ Showcase portfolio / past work
- ☐ Establish brand credibility & awareness
- ☐ Provide customer support & resources

7. If you currently have a website, what are your primary pain points?

- ☐ Outdated design / doesn't represent our current brand
- ☐ Slow loading speeds or bad mobile experience
- ☐ Low traffic / poor search engine visibility (SEO)
- ☐ Difficult to update or manage internally
- ☐ Not generating leads or sales

8. What actions should visitors take on the site?

- ☐ Fill out a contact/quote form
- ☐ Call us directly
- ☐ Book an appointment/consultation
- ☐ Purchase a product online
- ☐ Download a resource/guide

Section 3: Design, Style & Content

9. How would you describe your desired visual style? (Select all that apply)

- ☐ Modern & Sleek
- ☐ Corporate & Professional
- ☐ Warm, Friendly & Approachable
- ☐ Bold & High-Energy
- ☐ Minimalist & Clean

10. Inspiration Websites

Please list 2–3 websites you like (in or outside your industry) and what you like about them (e.g., layout, color palette, features):

1. URL:

a. What you like:

2. URL:

a. What you like:

11. Who will provide the website content (copy writing & imagery)?

- ☐ We will provide all final text and imagery.
- ☐ We have imagery, but need professional copywriting assistance.
- ☐ We need assistance with both professional copywriting and stock/custom photography.

Section 4: Functional Requirements & Integrations

12. Which specific features or pages will your website require?

- ☐ Contact Form / Custom Quote Requests
- ☐ Blog / News Section
- ☐ E-Commerce / Online Store
- ☐ Online Appointment Scheduling
- ☐ Photo/Video Gallery
- ☐ Customer Reviews / Testimonials Showcase
- ☐ Member Login / Restricted Portal
- ☐ Multi-Language Support

13. Do you have existing third-party software to integrate?

(e.g., CRM like HubSpot/Salesforce, Email Marketing like Mailchimp, Payment Gateways like Stripe, Social Media feeds)

14. Domain & Hosting Status

- **Domain Name:** ☐ We own our domain | ☐ We need to purchase a domain
- **Website Hosting:** ☐ We have current hosting | ☐ We need hosting setup/recommendations
- **Emails:** ☐ We have email accounts | ☐ We need to setup email accounts

Section 5: Timeline, Budget & Project Scope

15. What is your target launch timeline?

- ☐ As soon as possible (Urgent)
- ☐ 4–6 weeks
- ☐ 2–3 months
- ☐ Specific target date: _____

16. What is your allocated budget range for this web project?

- ☐ Under \$2,500
- ☐ \$2,500 – \$5,000
- ☐ \$5,000 – \$10,000
- ☐ \$10,000+

17. What post-launch ongoing services will you require?

- ☐ Monthly Website Maintenance & Security & Plugin Updates
- ☐ Search Engine Optimization (SEO & GEO) & Local Search
- ☐ Social Media Marketing
- ☐ Email Marketing
- ☐ Content Management Training for internal staff
- ☐ Ongoing Graphic Design / Digital Marketing

Section 6: Communication & Approval Process

18. Who is the primary decision-maker for project approvals?

- Name & Role:

19. What is your preferred communication channel for updates?

- ☐ Email
- ☐ Scheduled Video Calls (Zoom/Teams)
- ☐ Phone Calls



20. Are there any specific concerns, challenges, or additional details we should know before we start?

Next Steps

Once submitted, the **TCS Media** team will review your answers and schedule an onboarding call to finalize project scope, milestones, and design direction.