
WEBSITE & PROJECT QUESTIONNAIRE

Please complete this fillable form to help us understand your business goals & functional needs.

SECTION 1: BUSINESS PROFILE & BRAND IDENTITY

1. Business Information

Company / Organization Name:

Current Website URL (if applicable):

Primary Contact Name:

Primary Contact 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Outdated design / doesn't represent our current brand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 primary actions should visitors take on the site?

Fill out a contact / quote form

Book an appointment / consultation

Download a resource / guide

Call us directly

Purchase a product online

SECTION 3: DESIGN, STYLE & CONTENT

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

Modern & Sleek

Warm, Friendly & Approachable

Minimalist & Clean

Corporate & Professional

Bold & High-Energy

10. Inspiration Websites

Please list 2-3 websites you like (in or outside your industry) and what you like about them:

Inspiration Website #1

URL:

What you like about it:

Inspiration Website #2

URL:

What you like about it:

11. Who will provide the website content (copywriting & 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 or tools to integrate?

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

14. Domain, Hosting & Email Status

Domain Name Status:

We own our domain

We need to purchase a domain

Domain Name(s):

Website Hosting Status:

We have current hosting

We need hosting setup / recommendations

Business Email Status:

We have active email accounts

We need to set up business email

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

If specific target date, please specify 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?

Primary Decision-Maker Name & Role / Title:

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?

■ Next Steps

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