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🧠 **Brand & Identity**

1. **Do you currently have a logo?**

2. **Do you plan on using your current logo for the new website?**

3. **What do you like most about your current logo?**

4. **What do you like least about it (if anything)?**

5. **Do you have a tagline or slogan you'd like featured?**

6. **What are your brand colors?**

7. **Do you have a brand style guide? (If yes, please upload it.)**

8. **How would you describe your brand's personality? (Check all that apply):**

   ☐ Professional
   ☐ Fun
   ☐ Bold
   ☐ Elegant
   ☐ Trustworthy
   ☐ Minimalist
   ☐ Approachable
   ☐ Edgy
   ☐ Other: _____

🏢 **Business Overview**

9. **What is your business name (as you'd like it to appear on the site)?**

10. **What industry are you in?**

11. **Where are you located / What areas do you serve?**

12. **What services or products do you offer?**

13. **What are your top 5 services or best-selling products?**

14. **Which services or products are most profitable for your business?**

15. **Do you want to prioritize these profitable offerings on your new website?**

16. **Do you offer any seasonal or limited-time services we should highlight?**

17. **What sets your business apart from others in your industry?**

👫 **Ideal Customer**

18. **Who is your ideal customer or client?**

19. **What is their biggest pain point or need that your service solves?**

20. **What would you say is the main reason people choose to work with you?**

21. **Are there any types of customers you *don't* want to attract?**

🖥️ **Website Goals**

22. **What are the primary goals for your new website? (Select all that apply):**
    ☐ Get more leads
    ☐ Educate potential customers
    ☐ Sell products online
    ☐ Book appointments
    ☐ Showcase portfolio or past work
    ☐ Improve SEO rankings
    ☐ Rebrand or modernize the look
    ☐ Other: _____

23. **Are there any specific actions you want visitors to take? (Call, book, buy, subscribe, etc.)**

24. **Do you want customers to be able to contact you through a form, chat, or phone only?**

25. **Do you currently use a CRM, booking system, or email marketing tool you want integrated?**

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📷 Content & Design

26. **Do you have existing website content you'd like to reuse? (Text, images, etc.)**

27. **Do you need help writing or rewriting content?**

28. **Do you have professional photos or stock images you'd like us to use?**

29. **Do you need help sourcing or taking photos?**

30. **Are there any websites you love the look of? Please list a few.**

31. **Are there any styles or features you dislike on other websites?**

32. **Do you want us to include testimonials, case studies, or reviews?**

33. **Would you like to include a blog?**

34. **Would you like us to set up basic SEO for your site (titles, descriptions, keywords)?**

🛒 For eCommerce (if applicable)

35. **How many products will you be selling?**

36. **Do you already have product descriptions, pricing, and photos?**

37. **What payment methods do you want to accept? (Stripe, PayPal, etc.)**

38. **Do you offer shipping, pickup, or both?**

39. **Are there any specific tax/shipping rules we should be aware of?**

🛠 Technical & Functional

40. **Do you already have a domain name? If so, what is it?**

41. **Do you already have web hosting? If yes, where?**

42. **Do you want us to manage hosting and security for you?**

43. **Do you need custom features? (Booking calendar, quote generator, membership login, etc.)**

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✅ **Final Details**

44. **What is your desired launch date?**

45. **Is there anything else we should know before getting started?**