Cap Web Solutions
Since 2013

CLIENT CONTACT INFORMATION

Full Name	
Title	
Business Name	
Tagline	
Website URL	
Phone Number(s)	
Email Address	
Physical Address	
Mailing Address	

ADDITIONAL CONTACT INFORMATION
FOR TEAM MEMBERS WE WILL ALSO BE WORKING WITH

Assistant Name	
Phone Number(s)	
Email Address	
What Will They Be Handling For You	
Would you like this person CC'd on our email communication with you? Should they be included in any calls? **Circle One: YES NO**	

BRAND QUESTIONNAIRE

If there are any questions you don't know the answer to, are unsure about,
or would like to have a conversation about to help clarify things, don't worry about it!
Simply make a note of it in the answer section or just leave it blank.

Explain your business. What do you do?

Why did you start your business? How did you get to where you are today? What is your story?

What is your business' purpose and mission?

Who do you serve? Describe your ideal client. What are they like? What are they passionate about? What do they dream of or want to achieve?

What are the top three pain points, challenges, frustrations, struggles your ideal client has?

What do you offer that addresses/solves the pain points, challenges, frustrations, struggles listed above?

How are you different from anyone else who does what you do? What is unique about you, your business, your services, products, and programs, your background, or even the way you work?

What is the one thing you want to be known for? What reputation *(brand equity)* **are you building?**

What are your top five core values? And the top values of your ideal clients?

What type of experience do you want people to have when they interact with your brand? What do you want others to say about your brand when telling friends about you?

Who are your main competitors, or people who are doing what you want to do, and in your eyes, doing it right? Please provide names and websites.

What brands elements (logo, colors, typefaces) exist that we need to match or coordinate with?

Are there any sensitivities we should be aware of about your brand, industry, market, or audience?
i.e. Things to avoid or be careful of, colors that are frowned upon, imagery that is taboo or overused, etc.

Are there any special requirements we need to know about?
Is there anything you dislike, can't stand, or definitely don't want in terms of the design?

WEBSITE DESIGN QUESTIONNAIRE

If there are any questions you don't know the answer to, are unsure about,
or would like to have a conversation about to help clarify things, don't worry about it!
Simply make a note of it in the answer section or just leave it blank.

This questionnaire is to gather all of the information and knowledge that you do have.
Anything else, we'll take care of or point you in the right direction!

What is the overall goal of your website? Why are we doing this project together? What do you want to see happen as a result of creating your new website?
If you have a current website, what do you like about it, what's working?
If you have a current website, what do you NOT LIKE about it, What's NOT working?
How do you want visitors to feel when they discover/visit your site for the first time?
Are there specific pages that you already know must be included in the site's navigation menu?
What actions do you want visitors to take on your site? Subscribe? Register? Signup? Buy? Is there more than one? Which is the most important?
Are you including an email marketing opt-in? If so, will you be providing a free gift to those who opt-in and provide you their email address? Do you know what the free gift will be?
How will you be using the site for your business and marketing? Will you be blogging on the site?
Is there anything specific that you know must be included in your website?
Will you be including any forms on your website (contact form, intake form, booking form, speaking form, etc.)? *A contact page form is included, additional forms may be estimated separately.*
What are your hopes for your website in the future? When you think about your business in 3-5 years, what will your website need to do to support your business?

Please provide links to websites that you love, not just in design and look and feel, but in flow and layout. *They do not have to be in your industry or for similar businesses.*
Do you have any questions about designing your new website, WordPress, or anything else technical?