Website Project Questionnaire

Fill this in on your computer, or print it and complete by hand.

1 Your business

Business name:

Contact name & role:

Phone:

Email:

Business address / service area:

What does your business do? (one or two sentences)

2 Your goals

What do you want your website to do for your business? (tick all that apply)

- ☐ Bring in enquiries / leads
- ☐ Sell products online
- ☐ Take bookings / appointments
- ☐ Show our work / portfolio
- ☐ Build trust / credibility
- ☐ Provide business information
- ☐ Collect email subscribers
- ☐ Launch a new product/service
- ☐ Something else

Who is your ideal customer?

3 Your content

Which of these do you already have? (tick all that apply)

- ☐ Logo (print-quality files)
- ☐ Brand colours / style guide
- ☐ Professional photos
- ☐ Written content / text
- ☐ Domain name
- ☐ Web hosting
- ☐ Social media profiles
- ☐ Google Business listing
- ☐ None of these yet

List the pages you think you'll need:

you need help writing your content?

- ☐ Yes, please help
- ☐ No, we'll provide it
- ☐ A bit of both

4 Features you need

Tick everything you'd like on your website:

- ☐ Contact / enquiry form
- ☐ Online store / e-commerce
- ☐ Booking system
- ☐ Blog / news
- ☐ Photo gallery / portfolio
- ☐ Customer reviews / testimonials
- ☐ Live chat / WhatsApp
- ☐ Email newsletter signup
- ☐ Price calculator / quote tool
- ☐ Social media feeds
- ☐ Maps / directions
- ☐ Video
- ☐ Members / login area
- ☐ Multi-language
- ☐ Downloads / resources

5 Look & feel

Websites you like (and why):

Websites you don't like (and why):

Words that describe the style you're after:

- ☐ Modern & clean
- ☐ Bold & striking
- ☐ Minimal & simple
- ☐ Corporate & professional
- ☐ Friendly & approachable
- ☐ Luxury & premium
- ☐ Creative & artistic
- ☐ Technical & precise
- ☐ Dark / dramatic

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Page 3 — the details

6 Technical details

Do you have an existing website? If yes, what's the address?

Do you want to keep any of the existing content or design?

Who will update the website after launch?

- ☐ We will (need training)
- ☐ You will (ongoing care)
- ☐ A mix of both

7 Timing & budget

When would you like to launch?

- ☐ ASAP
- ☐ Within 1-3 months
- ☐ 3-6 months
- ☐ No

Do you have a budget in mind?

- ☐ Under $2k
- ☐ $2k - $5k
- ☐ $5k - $10k
- ☐ $1
- ☐ Prefer to discuss

How did you hear about us?

- ☐ Google search
- ☐ Referral
- ☐ Social media
- ☐ Ex
- ☐ Other

8 Anything else

Anything else we should know about your project?

Ready when you are

Email this form back to sales@hylytedigital.com.au, or call +61 412 985 243 and we'll run through it together. We'll reply with a plan and a quote — no obligations.