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

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- ☐ Outdated design / doesn't represent our current brand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 visibility in Google & AI search results
- ☐ 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
- ☐ AI Visibility Marketing & 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.