



CLIENT INTAKE · PHONE OR COMPUTER · SAVE AND EMAIL BACK

Website Discovery Questionnaire

You do not need to be a designer. Check what feels right, skip what doesn't. "I don't know" is a good answer.

Phone: *open in free Adobe Acrobat Reader, then Save. Do not Print-to-PDF.*

Cheap. Fast. Yours. · howyouwant406@gmail.com

Fields marked with a cyan star are the only ones we really need. Everything else helps us get it right the first time.

1. About you

Who should we call when we have a question?

Your full name *

Best email *

Preferred contact method (call / text / email)

Second contact name (optional)

Your role (owner, manager, etc.)

Best phone *

Best days or hours to reach you

Second contact phone / email



2. About the business

Plain English is perfect. Pretend you're telling a neighbor what you do.

Business or project name *

What do you do? One or two sentences is enough. *

City / town you're based in

Where do you serve customers?

Do you already have a website or social pages?

What should visitors see as your public info?

This is what we print on the site — it can be different from how we contact you.

Street address to show (or write 'don't show an address')

Phone to show on the site

Public email to show

Hours (example: Mon–Fri 8–5, Sat by appointment, closed Sun)

Social accounts to link (Facebook, Instagram, YouTube, X, TikTok...)



What kind of website do you think you need?

Pick every option that sounds close. We will narrow it down together.

- ☐ Simple brochure — who we are, what we do, how to reach us
- ☐ Lead-getter — make the phone ring or collect quote requests
- ☐ Online store — sell products and take payments
- ☐ Booking site — appointments, reservations, or estimates
- ☐ Portfolio / gallery — show finished work and photos
- ☐ Blog or news — articles, updates, tips
- ☐ Members / login area — customers sign in for something
- ☐ I honestly don't know — please recommend

3. What should this website actually do?

If the site works, what changes for you?

When someone lands on the site, what should they do next?

Check all that matter. Star the one that matters most by writing it in the notes box.

- ☐ Call or text us
- ☐ Fill out a contact / quote form
- ☐ Buy something
- ☐ Book an appointment
- ☐ Come into the shop / office
- ☐ See that we're real and trustworthy
- ☐ Learn how we work / what we charge
- ☐ Apply for a job
- ☐ Download a menu, list, or PDF
- ☐ Something else (write below)

Anything else the site must accomplish?



Who is this website for?

Think of a real person. Age, town, what they're worried about, how they found you.

Who do people compare you to? (competitors or shops you admire)

4. How should it feel?

You don't pick fonts yet. You pick a personality.

If this website were a person walking into a room, how should it come across?

- | | |
|---|---|
| ☐ Clean and modern | ☐ Classic / traditional |
| ☐ Rugged / industrial / shop-floor | ☐ Premium / high-end |
| ☐ Warm and friendly | ☐ Bold and loud |
| ☐ Calm and simple | ☐ Playful / fun |
| ☐ Rustic / western / outdoor | ☐ Technical / precise |
| ☐ Elegant / refined | ☐ Not sure — you pick what fits the business |

Three words you want people to feel on the site (example: tough, honest, local)

Websites, shops, or brands whose look you like — paste links if you have them

Anything you definitely do NOT want it to look like?



5. Colors

If you have a logo, we will pull colors from it. If not, pick a direction.

Do you already have brand colors?

☐ Yes — I have a logo or exact colors

☐ Kind of — I have a favorite color

☐ No — please recommend

Main color (name or #hex if you know it)

Second / accent color

Any colors to avoid?

If we are choosing, which family feels closest?

These are starting points, not final paint chips. Check one or two.

☐ Navy + gold / bronze (classic professional)

☐ Black, white, and one bright accent

☐ Earth tones — brown, tan, olive, rust

☐ Steel gray + red or orange (shop / industrial)

☐ Clean blues and white (trustworthy, simple)

☐ Forest / sage greens (outdoor, local, calm)

☐ Warm cream, charcoal, copper

☐ Bright and colorful

☐ Dark background, light text (night-mode look)

☐ Surprise me — match it to the business

6. Words on the page

Fonts should match the personality you picked above.

Headline style

- | | |
|---|---|
| ☐ Simple and modern (no decorative serifs) | ☐ Traditional / editorial (a little more formal) |
| ☐ Big, blocky, can't-miss-it headlines | ☐ Strong headlines + easy-to-read body text |
| ☐ Just match whatever is in my logo | ☐ You pick — I don't care about fonts |

Any words that **MUST** appear (slogan, tagline, guaranteed phrase)?

Writing tone

- | | |
|--|--|
| ☐ Talk like a real person | ☐ More formal / professional |
| ☐ Short and direct — no fluff | ☐ A little storytelling is fine |
| ☐ Local / hometown voice | ☐ Please write the words for me |
| ☐ I will provide the words | ☐ You draft, I'll edit |

7. Pages the site should have

A small site that is clear beats a huge site nobody finishes.

Check what you know you need. Leave the rest blank — we can add pages later.

- | | |
|--|--|
| ☐ Home | ☐ About us / our story |
| ☐ Services or what we offer | ☐ Our work / portfolio / gallery |
| ☐ Shop / products | ☐ Pricing or packages |
| ☐ FAQ | ☐ Reviews / testimonials |
| ☐ Team / staff | ☐ Contact |
| ☐ Request a quote | ☐ Book online |
| ☐ Blog / news / tips | ☐ Service areas / map |
| ☐ Careers / hiring | ☐ Privacy / terms |
| ☐ Menu / catalog download | ☐ Not sure — recommend a simple starter set |

Other pages, or a rough list of services / products to show

On the HOME page, what must a first-time visitor see in the first 5 seconds?

Example: business name, what you do, a strong photo, a Call Now button, and a city name.

8. Tools and features

Only check what you will actually use. Extra widgets slow a site down.

- | | |
|---|---|
| ☐ Contact form that emails you | ☐ Tap-to-call phone number (important on phones) |
| ☐ Tap-to-text | ☐ Google Map / directions |
| ☐ Hours of operation | ☐ Photo gallery |
| ☐ Review / testimonial slider | ☐ Google Business Profile embed |
| ☐ Social media links / feed | ☐ Chat widget |
| ☐ Online booking / calendar | ☐ Take payments / invoices |
| ☐ Shopping cart | ☐ Product inventory / variants |
| ☐ Search box | ☐ Blog with categories |
| ☐ Pop-up (coupon, email signup) | ☐ Email signup |
| ☐ More than one language | ☐ Extra accessibility care (beyond the basics) |
| ☐ Customer login / portal | ☐ Quote calculator or estimator |
| ☐ Special tool (VIN lookup, fitment, etc.) | ☐ Not sure — recommend the useful ones only |

Any special tool or idea we should know about?

If this might be a store

Rough number of products

How do you take money today? (Square, cash...)

Shipping, pickup, or both? Any must-have product filters?



9. What do you already have?

We can shoot, write, and design. Knowing the starting pile saves time.

Logo

- ☐ Yes — a clean file (AI, EPS, SVG, or high-res PNG)
- ☐ Yes — but only a photo or a low-quality file
- ☐ No — I need a logo designed
- ☐ We'll deal with the logo later

Photos

- | | |
|---|--|
| ☐ I have good photos of the work / shop / products | ☐ I have some photos, they're just okay |
| ☐ Mostly phone snapshots | ☐ I have almost nothing |
| ☐ Stock photos are fine to start | ☐ I want real photos taken |

Writing

- ☐ I have words ready to paste in
- ☐ Use / rewrite what's on my old site or Facebook
- ☐ Please write it from this form and a short call
- ☐ We'll write it together

Anything else you can send us? (price lists, flyers, truck wraps, uniforms, old ads)



10. Domain, hosting, and the old site

A domain is the name people type (yourshop.com). Hosting is where the files live.

Do you already own a domain name?

- ☐ Yes — I own one
- ☐ No — I need one bought
- ☐ I don't know / someone else set it up years ago

Domain if you know it (example.com)

Where was it bought? (GoDaddy, Namecheap...)

Is there an existing website to replace or keep?

- ☐ Replace it completely
- ☐ Keep the address, rebuild how it looks
- ☐ There is no site today
- ☐ I'm not sure what we have

Old site address, and anything on it that **MUST** be kept

Email

- ☐ Keep my current email exactly as it is
- ☐ I want professional email at my domain (you@yourshop.com)
- ☐ Not sure — advise me



11. Timeline, budget, and how we'll work

Flat pricing. No range, no surprise add-ons for the listed work.

When do you want it live?

- | | |
|---|--|
| ☐ As soon as possible | ☐ Within about 30 days |
| ☐ In 2–3 months | ☐ Flexible — quality over speed |
| ☐ Before a specific date / event (write below) | |

Hard deadline or event, if any

What are we building? (flat rate)

Website is \$500 flat. Software design, app design, and similar design work are \$1,000 each. Check every item you want.

- | |
|---|
| ☐ Website — \$500 flat |
| ☐ Software design — \$1,000 |
| ☐ App design — \$1,000 |
| ☐ Something else at the \$1,000 design rate (write it in Must-haves) |

After launch, who will change text and photos?

- | | |
|--|--|
| ☐ I want to edit simple things myself | ☐ I'd rather you handle updates |
| ☐ I'll do small edits, you do bigger ones | ☐ Not sure yet |

How do you want project updates?

- | | |
|-------------------------------------|--|
| ☐ Text | ☐ Email |
| ☐ Phone call | ☐ In-person (Billings area) |



12. Non-negotiables

The two boxes that save the most revision rounds.

Must-haves. If these are missing, the site is wrong.

Must-nots. Things that would make you cringe.

Anything else — messy thoughts welcome

Stories about customers, a truck you want photographed, a competitor that drives you nuts, a phrase your dad always said... all useful.

13. Sign-off

This is a planning form, not a contract. It just gets us started.

☐

It's okay to contact me at the email and phone above about this project

☐

You may use anonymized pieces of this brief as an internal example

Typed name *

Date *

How should we send the first draft / next step?

What happens next

1. Save this filled PDF (do not Print to PDF — that locks the fields).
2. Email it to howyouwant406@gmail.com or text 406-402-7084. 3. Plan + quote before any build.