



Discovery Questionnaire

Branding

- What was the idea behind the name? Where did it come from?
- What is the overall message you wish to portray with your brand?
- What should people feel when they see or think of your brand?
- Branding guidelines. Color References
- Include Logos in all formats. (Vectors, EPS, JPG, PNG)

Marketing

- What's your story? Why did you start your business?
- What's the problem that you want to solve?
- What's your Mission Statement?

Services

- List all your services
- Describe each service in detail including pricing information
- List of all services and web services with detail information and pricing
- What's your sales process?
- Do you use a specific application/technology to process payment?
- Do you have testimonials?

Target Audience

- Who is your ideal customer? Be as specific as possible. (Education level, income, gender)
- What are the needs of these customers?
- What are the pain points of your customers?
- List all FAQ's you customers have

Competition

- Who are your top competitors? Why?
- What makes your company better than theirs?
- Are there meaningful differences between the services you offer and those of competitors?

Online Marketing Goals

- What do you want this website to accomplish?
- What are your marketing and monetary goals?
- How much new business are you able to handle?
- Have you done any online marketing before? If so, describe any methods used and milestones achieved.

Key Words

- List keywords/industry terms that describe and distinguish your services.

Housekeeping

Domain Information

- Domain Name:
- Hosting provider (if any):
- Domain Access Information (username and password)
- CPanel Access Information (username and password)

Social Media

- Please list all your social media links

Contact Information

- Phone
- Email
- Address

Photos

- Link to dropbox file with all your professional photos