



ONBOARDING QUESTIONNAIRE

THE GOAL OF THIS QUESTIONNAIRE IS TO HELP YOU PREPARE FOR THE DESIGN PROCESS WITH US AND TO ENSURE THAT YOU HAVE ALL ASSETS AND COPY AVAILABLE **BEFORE** WE ENGAGE.

1. CONTACT + TIMELINE

Hello Bestie...

- Who is the primary contact for this project?

- Preferred pronoun _____
- Email _____
- What is the expected deadline? _____
- What is the expected budget? _____

2. WEBSITE + DOMAIN

Let's start with the basics.

- Do you have a current website? Yes No
- Domain Name _____
- Have you already purchased this domain? Yes No
- If so, who is your domain provider? _____
- For WordPress clients, do you already have a host provider? Yes No
- If so, who is your domain provider*? _____



3. LOOK AND FEEL

Tell us what you like, what you really, really like (and don't).

- a. Are there websites or elements from other websites (on any topic) that you like and why?

- b. Do you have a preferred color palette: bold, warm, cool, neutral?

- c. Do you have a preferred font or typography: serif, sans serif or **bold**?

- d. If you plan to use stock photography, can you provide a list of descriptions or mood that best describes your desired aesthetic (example: modern architecture, fashion, yoga, relaxing, bold, moody, bizarre, etc.)?

4. BRAND REVIEW

Your brand is more than just a logo but tell us about that too.

- a. Do you have a logo? *Yes* *No*
- b. If not, will you need help with the design? *Yes* *No*
- c. Do you have a Brand Style Guide? *Yes* *No*
- d. Do you have images available that you plan to use on the site? *Yes* *No*
- e. If you plan to use stock photography, can you provide a list of descriptions or mood that best describes your desired aesthetic (example: modern architecture, fashion, yoga, relaxing, bold, moody, bizarre, etc.)?

- f. Do you have copy/text available for all pages? *Yes* *No*



5. SITEMAP

This will help us provide a project scope and estimate the time to complete.

Please select all pages required:

Home

About

Bio/CV

Services

Blog

Resources

Portfolio/Gallery

Reviews/Testimonials

Press

Media Kit

Shop

Contact

Other (please list)

6. SPECIAL REQUIREMENTS

This is where you tell us if there is any special functionality we should prepare for.

Contact Form

Newsletter Signup

Scheduling/Booking

PDF Downloads

Basic SEO Optimization

Instagram Feed

Calendar/Events

Print on Demand

Image Sourcing

3rd Party Integrations (Mailchimp, OpenTable, MindBody, etc.). Please list:

Social Media. Please list:



7. ECOMMERCE REQUIREMENTS

Please complete if you plan to sell products, services, or downloads.

- Please briefly describe what type of products or services you plan to sell.

- Will you be selling any products that might be considered “restricted”? Yes No
- If yes, please tell us a bit more.

- How many unique SKU’s for each:

Products	Services	Downloads
1-10	1-10	1-10
10-20	10-20	10-20
20-50	20-50	20-50
50-100	50-100	50-100
Other _____	Other _____	Other _____

- Do you have product images available? Yes No
- Do you have a current Payment Gateway provider (Stripe, etc.)? Yes No
- Will you be collecting tax on purchases? Yes No
- What is your fulfillment process? Will you be shipping items yourself or will they be shipped from another/other facilities or warehouses? Please describe in as much detail as possible.



8. DID WE FORGET ANYTHING?

Let us know if there's anything else you'd like to share.
