

01 / 06 Customer & purpose

Who needs this website, and why?

Describe the customer and the decision they need to make. A homeowner looking for a repair needs different information from someone planning a larger project.

Each answer allows 500 characters. Mark facts that need confirmation; use a separate notes file for more detail.

01. Who is your main customer, and what brings them to you?

02. Which services should the website prioritize? Which do you not offer?

03. What should a visitor do next: call, request a quote or book through an existing system?

Save a copy, then reopen it to check your answers. Keep passwords and private customer records out.
A brief is a planning document. Your written service agreement defines the work.

02 / 06 Location & availability

Where and how do you work?

Give the actual service boundaries and appointment arrangements. Confirm whether customers visit you, you travel to them, or both.

Each answer allows 500 characters. Mark facts that need confirmation; use a separate notes file for more detail.

04. Which towns, ZIP codes or areas do you currently serve?**05. What are your verified opening hours, availability and contact details?****06. What conditions affect a visit, quote or booking? Do not promise a response time you cannot support.**

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03 / 06 Services & questions

What must a customer know before asking?

Write down the questions you are willing and able to answer. Explain what changes the scope of the work rather than filling every page with general sales copy.

Each answer allows 500 characters. Mark facts that need confirmation; use a separate notes file for more detail.

07. For each priority service, what is included, excluded or assessed after an inquiry?**08. What can you publish about pricing, suitability or preparation? Mark anything still unconfirmed.****09. Which questions come up before a customer can choose a service?**

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04 / 06 Photos & evidence

What can you show and substantiate?

List real material you have permission to use. A missing photo or unverified claim is useful to record before design begins.

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10. Which logo files, brand colors, project photos or team photos can you supply?

11. For each photo, what does it show, who owns it and may it be published?

12. Which credentials, reviews or business claims can you verify? Link to the source and mark gaps.

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05 / 06 Inquiries & delivery

What makes an inquiry useful to you?

Ask for enough information to take the next step. Keep the contact route simple, and decide where an inquiry should arrive.

Each answer allows 500 characters. Mark facts that need confirmation; use a separate notes file for more detail.

13. What few details do you need to assess the request or arrange a call?

14. Which inbox, owner or booking system should receive it, and who will follow up?

15. How will you confirm a test inquiry reaches that destination before launch?

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06 / 06 Scope & ongoing care

What needs to be agreed before work starts?

Identify the starting scope and the people who can approve it. Include the current website so useful content and existing links can be reviewed.

Each answer allows 500 characters. Mark facts that need confirmation; use a separate notes file for more detail.

16. What is your current website, and which pages, links or content need to be retained?

17. Who controls the domain, approves the business facts and supplies missing material?

18. What budget, target date, ownership terms and ongoing update responsibilities should be discussed?

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