Your website questionnaire

This takes about ten minutes. Answer what you can, skip what you can't, and attach anything that helps: your logo, photos, examples of sites you like. Your answers give us what we need for an accurate quote, and they become the brief we build from.

Print it and write, or ask us for the Word version to type into.

1 About your business

So we know who we are building for.

Business name

Your name and role

Email and phone

Current website (if any)

Where are you based, and which areas do you serve?

What do you do? Two or three sentences, as you would tell a new customer.

Why do customers choose you over others? Your top three reasons.

How long have you been in business?

2 What the site needs to do

The most important page in this questionnaire.

What should the website do for you? Tick all that apply.

☐ Bring in enquiries and leads ☐ Take bookings ☐ Sell products online ☐ Show our work (portfolio)
☐ Build trust and credibility ☐ Answer common questions ☐ Help us hire staff ☐ Other

If a visitor does ONE thing on your site, what should it be? (call, book, buy, enquire...)

What would success look like in 6 months? (for example: 10 enquiries a week, or a target for online sales)

What isn't working with your current website or setup?

3 Your customers

The words and photos on the site are written for them, not for us.

Who are your best customers? (age, location, type of business, what they buy)

What do they usually ask before they buy or book?

How do customers find you today?

☐ Google search ☐ Google Maps ☐ Word of mouth ☐ Instagram ☐ Facebook ☐ TikTok ☐ LinkedIn
☐ Marketplaces (Etsy, Amazon, eBay) ☐ Walk-ins ☐ Other

4 Look and feel

Examples help more than descriptions. Links are perfect.

Your brand

☐ We have a logo and brand guide ☐ We have a logo only ☐ We need help with a logo, colours and fonts

Colours, fonts or styles you want (or want to avoid)

Three websites you like, from any industry, and what you like about each

Two or three competitors' websites

Three words for how the site should feel (for example: warm, premium, simple)

Design

☐ Design it for us ☐ We have a design or a clear vision: build it (please attach) ☐ Tidy up and modernise what we have

5 Pages, words and photos

Which pages do you need?

☐ Home ☐ About ☐ Services ☐ Shop / Products ☐ Portfolio / Gallery ☐ Prices ☐ Reviews ☐ FAQ
☐ Blog / News ☐ Bookings ☐ Contact ☐ Careers ☐ Other

Who writes the words?

☐ Write it with us ☐ We will provide the words ☐ A mix of both

Photos

☐ We have good photos ☐ We have some, need more ☐ We need all new photos

Interested in a photo shoot? Ron shoots for our clients as Ron Rosales Photography. Tick what you would want shot.

☐ Shopfront and location ☐ Inside the business ☐ Team portraits
☐ Products styled or on models (hero images, galleries) ☐ Work in action

Do you have reviews we can show? (for example: Google rating, number of reviews)

6 Features

What should the site have? Tick all that apply.

☐ Enquiry or quote form ☐ Quote calculator ☐ Bookings or appointments ☐ Online payments
☐ Members or client login area ☐ Newsletter sign-up ☐ Live chat ☐ Events calendar ☐ Job applications
☐ Second language (which?) ☐ Map and locations ☐ Other

Anything else it must do?

7 Online shop

Skip this section if you are not selling online.

Platform

☐ Shopify ☐ WooCommerce ☐ Squarespace ☐ Not sure: recommend one

How many products now, and in 12 months?

Do products have options (sizes, colours, materials)?

Product photos and descriptions

☐ Ready to go ☐ Some ready ☐ Need help with both

Shipping: where to, how you charge for it, and do you offer click and collect?

Payments you want to accept

☐ Cards ☐ Apple Pay / Google Pay ☐ PayPal ☐ Afterpay / Zip ☐ Bank transfer

Also sell in a shop or at markets? Which register (POS)?

☐ Square ☐ Lightspeed ☐ Shopify POS ☐ Other ☐ No in-person sales

Do you need any of these?

☐ Stock synced between shop and website ☐ Subscriptions ☐ Bundles ☐ Gift cards ☐ Wholesale or trade pricing
☐ Back in stock alerts

Moving from an existing store? Where?

8 Your systems

So the website connects to how you already work.

Which do you use today?

☐ Google Workspace ☐ Microsoft 365 ☐ Xero ☐ MYOB ☐ QuickBooks ☐ HubSpot ☐ Pipedrive
☐ Mailchimp ☐ Klaviyo ☐ Square ☐ Fresha / Timely / Calendly ☐ Other

Which of these should the website talk to, and what should happen automatically? (for example: a new booking goes into the calendar and the customer gets a reminder)

Google Business Profile

☐ We have one ☐ We need one ☐ Not sure

Social media handles

9 The technical bits

Don't worry if you don't know. We can find out together.

Do you own your domain name? Where is it registered (GoDaddy, Crazy Domains, VentraIP...) and who has the login?

Where is your current site hosted, and on what platform?

Business email

☐ Set up and working ☐ Need it set up ☐ Not sure

Anything we must keep or show: licences, accreditations, awards, legal wording, accessibility needs?

10 After launch

Who looks after the site?

☐ You look after it for us (care plan) ☐ We will update it ourselves (show us how) ☐ Not sure yet

Interested in help bringing people to it?

☐ Local SEO ☐ Google or Meta ads ☐ Email campaigns ☐ Social content ☐ Not now

11 Timing and budget

A budget range helps us suggest the right level. We give you a fixed quote either way.

When would you like to launch? Any hard deadline (an opening, an event, a season)?

Budget for the build: a rough range is fine, or write "not sure"

Monthly budget for care and growth, if you have one in mind

Who makes the final decisions and signs off?

12 Anything else

Anything we haven't asked that we should know?

How did you hear about us?

What happens next

we read your answers, have a 30-minute chat with you, and send a fixed quote within two business days.

Send it to Ron Rosales at ron@hiretherobots.com, or bring it to our first chat. Questions? Email Ron, or send us a note from hiretherobots.com/websites.