

CLIENT INTAKE FORM

Full Name _____

Business Name _____

Business Address _____

Contact Phone _____

Email Address _____

Date: _____

- What is the name of your business as you would like it displayed on your website and legal documents?

- Why did you start this company?

- Who is your target market?

- How can someone benefit from your services?

- What is your main call-to-action?

- Which of these words best describe your brand style? Check all that apply.

- Formal Business (Corporate)
- Small Business (Personal Touch)
- Artistic
- Minimalist
- Loud
- Other: _____

- Do you prefer a left aligned site or a centered site? _____

- Do you plan on having affiliate links? **Yes** **No**
- Do you need help with blog posts or scheduling content? **Yes** **No**
- Would you like your site to be fully search engine optimized (SEO)? **Yes** **No**

What color combinations or aesthetic are you wanting?

- Neutral Neon
- Classic Black & White
- Bold Pastel/Dreamy
- Dark/Moody Wellness (Teals, Greens)
- Bright/Energetic Food Based (Red, Oranges)
- Other: _____

- Do you prefer your pages to be: (Please circle)

- Word Heavy Picture Heavy Healthy Mix
- Word Light Picture Light

Do you need content creation? Check all that apply.

- Print Material Social Media
- Blog Writing Video Content
- Copywriting Editing
- Newsletters Podcasting

What working requirements need to be on your website? Check all that apply.

- | | | | |
|---|--|---|--|
| <input type="checkbox"/> Social Media Links | <input type="checkbox"/> Home Page | <input type="checkbox"/> Mixed media | List others below:

_____ |
| <input type="checkbox"/> Email Marketing | <input type="checkbox"/> About Us | <input type="checkbox"/> Calendar of Events | |
| <input type="checkbox"/> Chat Service | <input type="checkbox"/> Contact Us | <input type="checkbox"/> Bulk Ordering | |
| <input type="checkbox"/> Blog | <input type="checkbox"/> Products/Services | <input type="checkbox"/> Auction Style | |
| <input type="checkbox"/> Static Content | <input type="checkbox"/> Active Content | <input type="checkbox"/> Custom Orders | |

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