

Website Build — Client Intake Form

Fill in each field directly in this PDF. Dropdown fields have preset options — click to choose. Where you're unsure, type "designer's choice." Sections 3 and 4 need your specific answers.

1. Brand Assets

Logo file(s) — link to Drive/Dropbox

Primary color (hex code or description)

Secondary color (hex code or description)

Accent color (hex code or description)

Background color (if not white)

Heading font

Body font

Existing brand guide (link/filename, if any)

Style direction (check any that apply):

Modern

Minimal

Bold

Playful

Luxury

Corporate

Handmade

Tech-forward

Warm

Other:

2. Site Map & Navigation

List every page for the main menu, in order:

#	Page Name	Purpose of Page	Priority
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Sub-links (dropdown menu items):

Parent Page	Sub-link Name	Sub-link Purpose
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Footer-only links (Privacy Policy, Terms, socials, etc.)

3. Page-by-Page Content

Fill out one block per page in your site map (duplicate the PDF page if you need more than three — this becomes a repeatable "Add" section in the live form).

PAGE BLOCK #1

Page name

Headline (main title text)

Subheadline (if any)

Body text (the actual paragraph(s) you want visitors to read)

Call-to-action button text

Where should that button link to

Image(s) for this page (link or description)

Anything else on this page (testimonials, FAQ, pricing, video, map, etc.)

PAGE BLOCK #2

Page name

Headline (main title text)

Subheadline (if any)

Body text (the actual paragraph(s) you want visitors to read)

Call-to-action button text

Where should that button link to

Image(s) for this page (link or description)

Anything else on this page (testimonials, FAQ, pricing, video, map, etc.)

PAGE BLOCK #3

Page name

Headline (main title text)

Subheadline (if any)

Body text (the actual paragraph(s) you want visitors to read)

Call-to-action button text

Where should that button link to

Image(s) for this page (link or description)

Anything else on this page (testimonials, FAQ, pricing, video, map, etc.)

If any page is a blog/repeating post type, also answer:

How many posts/entries should be live at launch

Will you add posts yourself, or send content to developer

4. Forms

Fill out one block per form on the site (contact form, newsletter signup, booking form, etc.).

FORM BLOCK #1

Form name / location

Fields needed (list each field + required or optional)

Submit button text

Where should submissions go

Email address (if emailed)

Confirmation message shown after submitting

Auto-reply email needed?

Auto-reply content (if yes)

FORM BLOCK #2

Form name / location

Fields needed (list each field + required or optional)

Submit button text

Where should submissions go

Email address (if emailed)

Confirmation message shown after submitting

Auto-reply email needed?

Auto-reply content (if yes)

File uploads needed on any form? Which form + file types?

Payment/checkout forms needed? Which processor?

5. Images & Media

Link to your own photos/videos, organized by page

If you don't have your own images, stock photo style preference:

Bright & airy

Dark & moody

Real people

Illustrations

Abstract

Other:

Subjects to specifically show

Subjects to avoid

Team/staff photos available? What style?

Product/service images needed

6. Functionality Checklist

Check anything you need beyond basic pages/content — these affect cost and timeline.

E-commerce / online store

Online booking/scheduling

User accounts / login

Blog with commenting

Search functionality

Multi-language support

Live chat

Newsletter signup — which platform?

Social feed embeds — which platforms?

Google Maps embed — what address?

Other software integrations (CRM, calendar, accounting):

7. Domain, Hosting & Access

Domain name (if already owned)

Existing hosting provider (share access via password manager, not this form)

Existing site to reference or migrate content from (URL)

Who maintains/updates the site after launch

8. Legal & Trust Content

Business legal name (for footer/copyright)

Business address (if public)

Phone number (if public)

Privacy Policy status

Privacy Policy link

Terms of Service status

Terms of Service link

Licenses/certifications/badges to display

9. Reference Sites

Sites you like (URL) + what you like about each

Sites you dislike (URL) + why

10. Timeline & Sign-off

Target launch date

Single point of contact for approvals

Preferred check-in method/frequency