



# New Client Worksheet

Please complete this form as thoroughly as possible. The more information provided, the faster and more accurately Linear Web Solutions can build your website.

## BUSINESS INFORMATION

**Business Name:** \_\_\_\_\_

**Business Tagline/Slogan:** \_\_\_\_\_

**Business Owner Name:** \_\_\_\_\_

**Primary Contact Name:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_

**Service Areas/Cities Served:** \_\_\_\_\_

**Business Hours:** \_\_\_\_\_

**Year Business Started:** \_\_\_\_\_

## BUSINESS DETAILS

**Describe Your Business:** \_\_\_\_\_

(What do you do and who do you serve?)

What Makes Your Business Different?

(Why should customers choose you?)

**List Your Main Services:** \_\_\_\_\_

\*

\_\_\_\_\_

\*

\_\_\_\_\_

\*

\_\_\_\_\_

\*

\_\_\_\_\_

**List Additional Services:** \_\_\_\_\_

\*

\_\_\_\_\_

\*

\_\_\_\_\_



\*

What are your most profitable services?

\*

\*

\*

## TARGET CUSTOMER

Who is your ideal customer?

What cities or areas do you want to target?

What type of customers do you want more of?

## WEBSITE GOALS

What is the main goal of the website?

- Generate leads
- Phone calls
- Contact form submissions
- Online booking
- Sell products online
- Show portfolio/gallery
- Improve Google rankings
- Build trust/credibility
- Other:

What action do you want visitors to take most?

(Call, book appointment, fill out form, etc.)

## BRANDING & DESIGN

Do you have a logo?

- Yes
- No

Please provide logo files if available.

**Preferred Colors:**

\*



\*

\_\_\_\_\_

\*

\_\_\_\_\_

**Websites You Like:** \_\_\_\_\_

\*

\_\_\_\_\_

\*

\_\_\_\_\_

\*

\_\_\_\_\_

What style do you want?

- Modern
- Professional
- Luxury
- Minimal
- Bold
- Industrial
- Corporate
- Friendly
- Other:

Do you have brand guidelines?

- Yes
- No

## CONTENT & MEDIA

Do you already have website text/content?

- Yes
- No

Do you need help writing content?

- Yes
- No

**Please provide:** \_\_\_\_\_

- Business photos
- Team photos
- Service photos
- Videos
- Testimonials



- Certifications/licenses
- Before & after photos

## SEO & GOOGLE INFORMATION

Do you currently have a website?

- Yes
- No

**Current Website URL:** \_\_\_\_\_

Do you have a Google Business Profile?

- Yes
- No

Do you know your Google login information?

- Yes
- No

What keywords/services do you want to rank for?

\* \_\_\_\_\_

\* \_\_\_\_\_

\* \_\_\_\_\_

\* \_\_\_\_\_

What cities do you want to rank in?

\* \_\_\_\_\_

\* \_\_\_\_\_

\* \_\_\_\_\_

\* \_\_\_\_\_

**List competitors you want to compete against:** \_\_\_\_\_

\* \_\_\_\_\_

\* \_\_\_\_\_

\* \_\_\_\_\_



## FEATURES NEEDED

Check any features you may need: \_\_\_\_\_

- Contact forms
- Quote request form
- Booking system
- Online payments
- Customer portal
- Blog
- Photo gallery
- Video gallery
- Testimonials/reviews
- FAQ section
- Live chat
- AI chatbot
- E-commerce/store
- Membership area
- Social media feeds
- Google Maps integration
- CRM integration
- Email marketing integration

## SOCIAL MEDIA

Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_

TikTok: \_\_\_\_\_

YouTube: \_\_\_\_\_

LinkedIn: \_\_\_\_\_

Other: \_\_\_\_\_



## HOSTING & DOMAIN

Do you already own a domain name?

Yes

No

**Domain Name:** \_\_\_\_\_

Who is your domain registrar?

(GoDaddy, Namecheap, Squarespace, etc.)

Do you currently have hosting?

Yes

No

Do you have access to your hosting account?

Yes

No

## ONGOING SERVICES

Are you interested in ongoing services?

Website maintenance

SEO management

Blog content

Hosting

Google Business optimization

Reputation management

Social media management

Paid advertising

Analytics tracking

## ADDITIONAL NOTES

Anything else you would like us to know about your business or website goals?



## FILES TO SEND

Please send any of the following if available:

- \* Logo files
- \* Brand colors/fonts
- \* Photos/videos
- \* Existing website login information
- \* Domain/hosting login information
- \* Service pricing
- \* Service descriptions
- \* Testimonials/reviews
- \* Legal pages/privacy policy
- \* Menus/product lists
- \* Booking information
- \* Social media links