

Business Onboarding Questionnaire

Tell us about your business — about 10-15 minutes, no technical knowledge needed

BUSINESS

TODAY'S DATE

Answer everything you can. It's completely fine to leave a question blank if it doesn't apply — we'll follow up on anything we need before your site goes live. Nothing here becomes public until you review and approve it.

1

The Basics

Business Name

Phone Number

Email Address

Website (if you have one)

Business Address

What type of business is this?

- ☐ Plumber ☐ HVAC ☐ Electrician ☐ Roofer ☐ Landscaper ☐ Remodeler ☐ General Contractor
- ☐ Auto Service ☐ Other

What areas or cities do you serve?

Business hours

e.g. Mon–Fri 8am–6pm, Sat 9am–2pm, closed Sunday

2

What You Do

List the services you offer

For each: name and a short description. Use extra paper or email us if you need more room.

Which 3–6 services should we feature on your homepage?

3 Tell Us About the Business

In your own words, describe your business

How long have you been in business?

Licenses or certifications

What makes you different from other businesses like yours in your area?

Any special offers or financing options?

Optional

4 Look, Feel & Visuals

Preferred color feel

☐ Professional / Trustworthy ☐ Bold / Energetic ☐ Premium / Upscale ☐ Not sure — surprise us

We'll show you a small set of pre-designed color and font pairings to choose from before anything is built.

Don't see a good fit above? Describe the colors you'd prefer

e.g. specific colors, a brand palette you already use, or a website/photo whose colors you like

Logo

Please email your logo file separately, or let us know if you need one designed

Photos of your work or team

Email separately — if you don't have any yet, we can use tasteful stock imagery to start

5 Existing Presence & Domain

Social media profiles

Facebook, Instagram, etc.

Where can we find your reviews?

Google, Facebook, Yelp — links help us feature real reviews

Do you already own a domain name?

☐ Yes ☐ No — help me get one

If yes, what is it?

That's everything! Once we receive this, we'll put together a first draft of your website for you to review — nothing goes live without your approval. Thanks for choosing us to build your online presence.