

Client Project Questionnaire

Please answer as much as you can — skip anything you are not sure about. Short answers are fine. This helps us build exactly what your business needs, faster.

1. About your business

Business name	
Owner / manager name	
Phone number	
WhatsApp number (if different)	
Email (if you have one)	
Business address / location	
What does your business do? (in one or two sentences)	
Working hours & days	

2. What do you need?

Tick everything that applies:

- | | |
|--|---|
| ☐ A new website | ☐ Redesign my old website |
| ☐ A simple one-page site | ☐ A mobile app |
| ☐ An online shop / ordering | ☐ I'm not sure — advise me |

What is the MAIN goal? Tick the most important one or two:

- | | |
|---|---|
| ☐ More customers find me | ☐ Look professional / trusted |
| ☐ Customers order or book online | ☐ Show my menu / products / prices |
| ☐ Customers contact me easily | ☐ Other (write below) |

3. What you have today

Current website address (if any)	
Facebook / Instagram pages (write the names or links)	
Is your business on Google Maps? (yes / no / not sure)	

Do you own a domain name? (e.g. yourshop.com — yes / no)

4. Pages & content

Which pages do you want? Tick all you need:

- | | | |
|--|--|---|
| ☐ Home | ☐ About us | ☐ Services / Menu / Products |
| ☐ Photo gallery | ☐ Prices | ☐ Contact + map |
| ☐ News / blog | ☐ Other (write below) | |

Languages for the website — tick all you need:

- | | | |
|----------------------------------|-------------------------------|---------------------------------|
| ☐ English | ☐ Dari | ☐ Pashto |
|----------------------------------|-------------------------------|---------------------------------|

Who writes the text? (you provide it / we write it from your info)

List your main services or products
(the 3–8 most important)

5. Design & style

Colors you like (e.g. blue & white, or 'match my logo')

Colors you do NOT want

1–3 websites you like the look of
(any website, even a competitor)

Describe your style in a few words
(e.g. modern, classic, colorful, simple, luxury)

6. Logo, photos & materials

Tick what you already have:

- | | |
|--|--|
| ☐ A logo file | ☐ Good photos of my business / products |
| ☐ A business card or brochure | ☐ Nothing yet — please help |

No photos? No problem — our team can visit and take photos, or use professional stock images.

7. Features you want

- | | | |
|--|--|---|
| ☐ WhatsApp chat button | ☐ Contact form | ☐ Google Maps location |
| ☐ Photo gallery | ☐ Online booking / appointments | ☐ Online ordering |
| ☐ Customer reviews section | ☐ Price list / menu | ☐ Social media links |
| ☐ Business email (info@...) | ☐ Customer accounts / login | ☐ Other (write below) |

8. Mobile app details — only if you asked for an app

What should the app DO? (describe in your own words)	
Who will use it? (customers / your staff / both)	
Do users need accounts / login? (yes / no / not sure)	
1-2 apps you like as examples	

9. Name, timing & budget

Website name ideas (2-3 choices, e.g. yourshop.com)	
When do you need it? (any important date or event?)	
Your budget (AFN or USD — an honest range helps us advise the best option)	

10. After launch

After the website is live, would you like monthly care? (We update your content, keep the site online and secure, and answer on WhatsApp.)

☐ Yes, tell me the monthly price ☐ No, one-time build only ☐ Not sure yet

Who will send us updates later? (name of the person we contact)	
Best time to call / message you	
How did you hear about us?	

Client signature	Date
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Received by: _____ Date: _____ Lead #: _____ Demo promised: ☐ yes ☐ no Follow-up date: _____