

Prepare Your Website Project in 10 Minutes

Clarify what your website needs before our introductory call. Answer what you can - brief notes are enough, and every question is optional. Complete the PDF digitally, save it, and email it to Niklas or bring it to your call.

YOUR NAME

DATE

BUSINESS OR ORGANISATION (OPTIONAL)

EMAIL

1. Your business

☐ What does your business or project do in one sentence?

☐ What products or services do you offer?

☐ Who are your closest competitors or comparable brands?

☐ Describe your brand in three adjectives.

2. Your goals

☐ What is the main goal of the website? (For example: enquiries, bookings, sales, information, recruiting, or credibility.)

☐ What is the one action you most want a visitor to take?

☐ What would a successful website have achieved three months after launch?

3. Your audience

☐ Who is the primary visitor? What situation brings them to the website?

☐ Is there a secondary audience? Who?

☐ What does a visitor need to see or feel before they trust you enough to act?

4. Style and feel

☐ Which words should describe the website? (For example: minimal, warm, serious, playful, bold, or premium.)

☐ Are there colors you would like to use or avoid?

☐ Name two or three websites you like. What do you like about them?

☐ Would you prefer photography, illustration, or a combination?

☐ Do you already have a logo, fonts, brand guidelines, or anything that must not appear?

5. Pages and content

☐ Which pages do you expect to need? (For example: Home, About, Services, Portfolio, Pricing, Booking, or Contact.)

☐ Do you already have final text, or would you like help writing it?

☐ Do you have final photos and brand files, or would you like help sourcing them?

☐ Which languages should the website support?

6. Functionality

☐ Do you need a contact form? If yes, what should it ask?

☐ Do visitors need to book or schedule something online?

☐ Do you need an online shop or payment option?

☐ Do you need a newsletter signup?

☐ Are any integrations or special features needed? (For example: calendar, maps, social media, analytics, or another tool.)

7. Practical details

☐ Do you already have a domain or existing website? If yes, which one?

☐ Is there a preferred launch date, and is it connected to an event?

☐ What budget range would you like us to work within? (Optional.)

☐ Who will make the final decisions and approve the work?

☐ How would you prefer to communicate during the project?

8. Final priorities

☐ Which features or pages are essential, and which would simply be nice to have?

☐ Is there anything else you would like us to know before we speak?

Ready to discuss your answers?

Save the completed PDF and email it to Niklas, or bring it to your introductory call. There are no perfect answers - your notes simply give us a better starting point.

niklas@jaegerandpages.com

jaegerandpages.com