

Short version - about 25 minutes. Answer in plain sentences and fragments; do not try to write polished marketing copy, that is our job. Everything here is something we would otherwise have to email you about one question at a time while your build sits waiting. Write "need help" on anything you would rather talk through, and send it back to contact@anchoreddev.com with your logo and photos.

1 · THE BASICS

These exact strings go in your footer, your contact page and your Google listing.

Business name as it should appear *

Year founded

Employees

Tagline - under 10 words

Goes under the logo and in the browser tab. Example: "Helping Small Business Make Waves."

What you do, for whom, and why you - 2 or 3 sentences *

If a stranger asked at a cookout, what would you say?

Phone

Text ok?

Public email

Business hours

Street address

City

State

ZIP

Show it?

"Show it?" - write YES to display the full address, or NO if you work from home and want service area only.

Towns / counties you serve

Licenses / permit numbers to display

Veteran-, woman- or family-owned?

List every town you serve - these become your local search terms. Ownership only if you want it on the site.

2 · YOUR STORY (THIS BECOMES YOUR ABOUT PAGE)

Specifics beat polish. Names, numbers and the parts that were hard are what make this page worth reading.

Why did you start this business? *

What were you doing before, and what made you go out on your own?

What do customers thank you for most often? *

What do you believe about your industry that most competitors do not?

Strong opinions welcome - this is what separates your site from every other one in town.

Two or three things you will not compromise on

Write the value AND how it shows up in the work. "We send photos before we touch anything" beats "honesty".

3 · YOUR CUSTOMERS

Describe your ideal customer *

Specific enough to picture one real person - what they own, what they are worried about.

What are they afraid of before they call you?

Bad past contractors, hidden fees, being upsold, downtime. The site should answer this before they ask.

4 · SERVICES

Up to five. If you sell more, list the five that make you the most money.

1. Service name (what customers call it)**Price or range****What it includes, and who it is for****2. Service name (what customers call it)****Price or range****What it includes, and who it is for****3. Service name (what customers call it)****Price or range****What it includes, and who it is for****4. Service name (what customers call it)****Price or range****What it includes, and who it is for****5. Service name (what customers call it)****Price or range****What it includes, and who it is for****How should pricing appear on the site?****Anything to promote right now?**

A seasonal special, a new service, a hiring push.

5 · PROOF

This converts visitors more than the design does. Bring receipts.

Paste 3 testimonials - first name, last initial, city

Copy them straight out of Google, Facebook or a text message. Verbatim beats polished.

Google reviews**Star rating****Years in business****Jobs / customers to date****Certifications, licenses, insurance, awards, memberships**

Include the issuing body and number where it matters.

Guarantee or warranty - exact wording

6 · WHAT SHOULD VISITORS DO?

The one action you want most

Exact wording for the main button

Where should form submissions go?

Button example: "Get a Free Estimate" or "Call Now - We Answer".

What do you need to know from someone who contacts you?

Response time you will promise

Only ask for what you truly need - every extra form field costs you leads. Only promise a response time you will actually hit.

7 · GETTING FOUND

What would someone type into Google to find a business like yours? *

6-10 phrases exactly as a customer would type them, including the town. Example: "emergency plumber navarre fl".

Competitor site #1

Competitor #2

Google Business Profile claimed?

Facebook

Instagram

Other social

8 · FILES, DOMAIN & ACCESS

DO NOT WRITE PASSWORDS ON THIS FORM. Tell us what exists and who controls it; we will send a secure link when it is time to share credentials.

What can you send us?

☐ Logo - vector (.ai / .svg)

☐ Logo - PNG, transparent

☐ Brand color codes

☐ Photos of your work

☐ Photos of the team

☐ Photos of your building or truck

☐ Before-and-after photos

☐ Existing brochures or flyers

☐ Nothing yet - we need help

Link to your files (Drive / Dropbox)

Brand colors, if you know them

Hex codes are ideal, but "the blue on our truck" works too.

Domain you own or want

Registrar

Who has that login?

Anything currently managed by a previous developer or agency?

Tell us now - recovering access from a former provider is the most common cause of launch delays.

Completed by

Date

Send this to contact@anchoreddev.com with your logo and photos, and we will start building.