

This is the one long form in the project, and filling it in completely is the single biggest thing you can do to keep your launch on schedule. Every question here is something we would otherwise have to email you about later, one at a time, while the build sits waiting. Answer in plain sentences and fragments - do not try to write polished marketing copy. That is our job. Skip anything that truly does not apply, and write "need help" on anything you would rather talk through.

1 · THE BASICS

These exact strings appear in your page footer, contact page, Google listing and structured data. Type them the way you want them to appear everywhere, forever.

Business name as it should appear on the site *

Legal entity name (for footer / terms)

Tagline or one-line description

Under 10 words. Goes under the logo and in the browser tab. Example: "Helping Small Business Make Waves."

Elevator pitch - what you do, for whom, and why you *

2-3 sentences. If a stranger asked at a cookout, what would you say?

Main phone

Text-capable?

Main email

Second email (billing, etc.)

Street address

City

State

ZIP

Suite

Should your street address be shown publicly?

Service area - cities, counties or radius you cover

List them all. These become the local-SEO pages and the "areas we serve" section.

Business hours

Include holidays and any "emergency / after hours" arrangement. Example: Mon-Fri 8-5, Sat 9-1, closed Sunday.

Year founded

Number of employees

Licenses / permit numbers to display

2 · YOUR STORY (THIS BECOMES THE ABOUT PAGE)

Answer these as if you were talking, not writing. Specifics and small details are what make an About page worth reading - names, numbers, places, and the parts that were hard.

Why did you start this business? *

What were you doing before? What made you decide to go out on your own?

What was the hardest part of getting started?

Readers trust businesses that admit the climb. This is usually the best paragraph on an About page.

Tell us about one customer you are proud of helping

What was their situation, what did you do, how did it end? First names or "a client in Navarre" is fine.

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

This is the backbone of your differentiation. Strong opinions welcome.

What are you known for? What do customers thank you for most often?**Milestones worth mentioning**

Year founded, first location, expansions, a 1,000th job, awards, certifications, community work. Dates make a timeline section possible.

Values - 3 to 5 things you will not compromise on

Write the value AND a sentence about how it shows up in the actual work. "Honesty" alone means nothing; "we send photos of the problem before we touch it" means everything.

Where do you want the business to be in five years?**Community involvement, sponsorships, causes you support****Are you a veteran-, woman-, family- or minority-owned business?**

Only if you want it on the site. It matters to a lot of buyers.

3 · THE PEOPLE (TEAM BIOS)

Fill in one block per person you want on the site. Small human details land better than job titles - "has re-piped half of Navarre and coaches Little League" beats "Senior Technician".

TEAM MEMBER 1

Full name	Title / role	Years in the trade	Photo?

Background, certifications, and one human detail

TEAM MEMBER 2

Full name	Title / role	Years in the trade	Photo?

Background, certifications, and one human detail

TEAM MEMBER 3

Full name	Title / role	Years in the trade	Photo?

Background, certifications, and one human detail

TEAM MEMBER 4

Full name	Title / role	Years in the trade	Photo?

Background, certifications, and one human detail

4 · YOUR CUSTOMERS

Everything on the site is written to one person. Help us picture them.

Describe your ideal customer *

Age, situation, what they do, what they own, what they are worried about. Be specific enough to picture one real person.

What problem are they trying to solve when they find you? *

What are they afraid of, or burned by, before they call?

Past bad contractors, hidden fees, being upsold, not being taken seriously, downtime. The site should answer these before they have to ask.

What objections do you hear most, and how do you answer them?

List them as pairs. "Too expensive" -> your actual answer. These become FAQ entries and page copy.

Who is NOT a good fit for you?

Saying this plainly on the site saves you both time and filters your inbox.

Where do most of your customers come from today?

Referrals, Google, Facebook groups, yard signs, a truck wrap, a realtor network?

5 · SERVICES & PRODUCTS

One block per service you sell. If you have more than eight, list the rest on a separate sheet - or tell us which eight matter most and we will group the others.

SERVICE 1**Service name (what customers call it)****Starting price or range****Typical turnaround****What it includes, who it is for, and what makes yours different****SERVICE 2****Service name (what customers call it)****Starting price or range****Typical turnaround****What it includes, who it is for, and what makes yours different****SERVICE 3****Service name (what customers call it)****Starting price or range****Typical turnaround**

What it includes, who it is for, and what makes yours different

SERVICE 4

Service name (what customers call it)

Starting price or range

Typical turnaround

What it includes, who it is for, and what makes yours different

SERVICE 5

Service name (what customers call it)

Starting price or range

Typical turnaround

What it includes, who it is for, and what makes yours different

SERVICE 6

Service name (what customers call it)

Starting price or range

Typical turnaround

What it includes, who it is for, and what makes yours different

SERVICE 7

Service name (what customers call it)

Starting price or range

Typical turnaround

What it includes, who it is for, and what makes yours different

SERVICE 8

Service name (what customers call it)

Starting price or range

Typical turnaround

What it includes, who it is for, and what makes yours different

How should pricing be shown on the site?

Packages, tiers or bundles

Name each tier, what is in it, and the price. This is the single most-read section on most service sites.

Financing, payment plans, or payment methods accepted**Anything you want to promote right now?**

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

6 · PROOF (WHY SHOULD A STRANGER BELIEVE YOU?)

This section does more to convert visitors than the design does. Bring receipts.

Testimonials - paste 3 to 6, with first name, last initial and city

Copy them straight out of Google, Facebook, text messages or emails. Verbatim is better than polished. Note if you have written permission to use a full name or photo.

Google review count**Google star rating****Facebook rating****Other review site****Numbers you can stand behind**

Jobs completed, years in business, customers served, response time, warranty length, repeat-customer rate.

Certifications, licenses, insurance, memberships, awards

Include the issuing body and, where relevant, the number and expiration.

Notable clients, brands or partners (if you can name them)**Guarantee or warranty - exact wording**

If you offer one, we want to feature it prominently. Give us the precise terms.

Case studies or before-and-after projects we can feature

For each: the problem, what you did, the result, and whether you have photos.

7 · HOW YOU WORK

A clear, numbered process reduces anxiety and cuts down on "just checking in" phone calls.

Walk us through what happens from first contact to finished job

Number the steps. Example: 1. You call or fill in the form. 2. We call back within 2 hours. 3. Free on-site estimate within 3 days. 4. Written quote, good for 30 days. 5. Scheduled work. 6. Walkthrough and warranty.

What should a customer have ready before contacting you?**What happens if something goes wrong?**

Your actual policy on redos, refunds, delays, and damage. Being specific here builds enormous trust.

Typical response time to an inquiry**How far out are you booking right now?****8 · FREQUENTLY ASKED QUESTIONS**

Write the questions customers actually ask on the phone, in their words - not the questions you wish they asked. Ten good FAQs will answer most of your site traffic and help you rank.

Q1**A1****Q2****A2****Q3**

A3

Q4

A4

Q5

A5

Q6

A6

Q7

A7

Q8

A8

Q9

A9

Q10

A10

9 · WHAT SHOULD VISITORS DO?

Every page needs one obvious next step. Tell us what it is.

Primary action you want visitors to take

Exact wording for the main button

Example: "Get a Free Estimate", "Book Your Slot", "Call Now - We Answer".

Secondary action

What information do you need from someone who contacts you?

These become the form fields. Only ask for what you truly need - every extra field costs you leads.

Where should form submissions go?

Who checks that inbox and how often?

What should the visitor see after they submit?

Example: "Thanks - we call back within 2 business hours, or by 9am if you wrote after 5pm."

10 · VOICE & TONE

How should the site sound?

- | | | |
|--|--|---|
| ☐ Friendly & conversational | ☐ Warm & neighborly | ☐ Straight-talking, no fluff |
| ☐ Professional & polished | ☐ Technical & precise | ☐ Confident & bold |
| ☐ Calm & reassuring | ☐ Playful, a little humor | ☐ Premium & understated |
| ☐ Family-run & personal | | |

Should the site say "we" or "I"?

Words, phrases or claims you want used

Industry terms your customers actually use, your own catchphrases, how you describe your work.

Words, phrases or claims to avoid

Anything legally risky, any competitor language, any jargon you hate, "cheap", "guaranteed", etc.

Any writing of yours we should match?

A brochure, a Facebook post you liked, an email you send often. Attach or link it.

11 · GETTING FOUND (SEO)

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

List 10-15 phrases, exactly as a customer would type them, including the city. Example: "emergency plumber navarre fl", "water heater replacement cost gulf breeze".

Towns / neighborhoods to target by name

Competitor site #1

Competitor #2

Competitor #3

What do you want to be #1 for?*Pick the two or three searches that would actually change your business if you ranked first.*

Google Business Profile claimed?

Existing site URL

Keep old URLs / redirect?

Directory listings you already have*Yelp, Angi, Thumbtack, BBB, chamber of commerce, trade associations. We keep your details consistent across them.*

12 · LEGAL & COMPLIANCE

Which of these does your site need?

- | | | |
|---|---|---|
| ☐ Privacy policy | ☐ Terms of service | ☐ Cookie notice |
| ☐ Accessibility statement | ☐ Refund / cancellation policy | ☐ Shipping policy |
| ☐ License & insurance disclosure | ☐ HIPAA notice | ☐ Required industry disclaimer |
| ☐ Age verification | | |

Other / notes**Any required disclaimers or regulated language***Common in medical, legal, financial, insurance, contracting and firearms businesses.***Do you have a lawyer reviewing site copy?****Do you collect payments or sensitive data?**

13 · PHOTOS, LOGOS & FILES

*Send files by email, Drive link or Dropbox link - do not paste them into this form.***What can you provide?**

- | | | |
|--|---|---|
| ☐ Logo - vector (.ai / .eps / .svg) | ☐ Logo - PNG with transparent background | ☐ Brand color codes |
| ☐ Brand fonts | ☐ Professional photos of the team | ☐ Photos of your work / products |
| ☐ Photos of your building or truck | ☐ Before-and-after photos | ☐ Video |
| ☐ Drone footage | ☐ Existing brochures or flyers | ☐ Product spec sheets |
| ☐ Menus or price lists | ☐ Nothing yet - we need help | |

Link to your files (Drive, Dropbox, WeTransfer)**If you need photography, what should be photographed?***We can recommend a local photographer, or use licensed stock where it makes sense.*

Brand colors, if you know them

Hex codes (#0697C7) or "the blue on our truck".

14 · ACCOUNTS & ACCESS

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

Domain registrar

Who has the login?

Domain expires

Current host

Who has the login?

Contract ends

Email provider

Who administers it?

Google Analytics exists?

Google Business Profile owner

Booking / POS software

CRM or email marketing tool

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.

15 · SOCIAL & EXTERNAL LINKS

Facebook

Instagram

Google Business Profile

YouTube

LinkedIn

TikTok

Yelp

Other

How active are you on social media?

16 · LAST WORD

Is there anything we did not ask that we should have?

What would make you say "that is exactly right" when you first see the site?

Completed by

Date

Return this to contact@anchoreddev.com along with your files. We will read it, come back with a short list of follow-up questions, and start writing. Thank you for taking the time - this is what makes the difference between a site that looks fine and a site that sounds like you.