

Title: Your Dream Website: Client Discovery Survey

Welcome!

I'm genuinely excited about working on your website, and I want you to feel the same way. This is your opportunity to be completely open and honest about what you like, what you don't, and what you wish your website could be — without worrying about overstepping some invisible line.

There are no wrong answers here. Clear communication matters to me, even when it's something I might not want to hear — and that goes both ways.

Think of this like planning a new kitchen or buying a new car. It's not just about replacing what you already have; it's about rethinking how it should work, how it should feel, and what you want it to do for you day to day. The possibilities are wide open.

Don't worry about cost, technical limitations, or what you think is "realistic." This is about understanding your ideal outcome. We'll handle shaping that into something practical later — together.

Take your time, be honest, and enjoy it.

Section 1: Context

1. How long has your current website been live?

2. Who originally built it? - Me / in-house - A freelancer - An agency - Not sure

3. How important is your website to your business right now? - Not very - Somewhat - Very - It's critical to how we operate

Section 2: What You Love

4. What do you like or love about your current website?

5. Are there any specific pages, sections, or features you feel work well?

6. If you had to keep one thing exactly as it is, what would it be?

Section 3: What You Dislike

7.What frustrates you or holds you back about your current website?

8.Is there anything about the site that feels off or no longer right? (Circle all that apply) - Outdated in look or feel - Hard to update or manage - Slow to load - Confusing for visitors - Not mobile-friendly - Doesn't reflect the business as it is today - Other (please explain below)

9.Do you ever feel reluctant or embarrassed to share your website? - Never - Occasionally - Often - Yes, all the time

10.What do you hear most often from customers about your website?

Section 4: Website Purpose

11.What is the main job of your website? - Generate enquiries - Sell products - Build credibility / trust - Educate or explain - Support existing customers - Something else

12.Do you feel your current website is doing that job well? - Yes - Somewhat - Not really - Not at all

13.If your website suddenly went offline for a week, how would that affect your business? - Barely noticeable - Inconvenient - Serious problem - Business-critical disruption

Section 5: Looking Forward

14.What made you decide it's time to change or rebuild your website now?

15.In an ideal world, what would a successful new website do better than your current one?

16. How do you want people to feel after visiting your website? (Circle all that apply) - Confident - Reassured - Excited - Informed - Ready to contact you - Impressed

Section 6: Inspiration

17. Are there any websites you've visited recently that stood out to you? (Please provide links if possible)

18.What did you like about them? (Design/layout, simplicity, speed, clarity, personality, professional feel)

19.Are there any websites you dislike, even if they're in your industry?

Section 7: The Dream Website

20. Forget cost, time, or what you think is “realistic” — if your website could do anything for your business, what would that be?

21. If you were proud to show your website to anyone, what would be different from today?

22. One year from now, how would you know this project was a success?

Section 8: Features & Practical Considerations

23. Are there any features or content you already know you want? (Blog, case studies, booking system, ecommerce, client portal, something else)

24. Is there anything you definitely do not want on the new site?

25. Is there anything else you think we should know before we start?

Section 9: The Killer Question

26. If we absolutely nailed this project, what would make you say, “That was 100% worth it” a year from now?

Thank you!

Your honest answers will guide the entire project. We’re building this together, and the goal is to make a website you’re genuinely excited about — one that reflects your business, your vision, and your aspirations.

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