Rising Sun Studio Onboarding Questionnaire

Before we dive into the 21 questions, let's make sure your brand identity is covered:

- Do you already have a logo that should be used on the site?
- What are your brand colors or preferred color scheme?
- Do you have specific font preferences or brand typography guidelines?

Purpose & Goals

1. **What's driving your need for a new website right now?**
   _____
   _____
   _____

2. **What opportunities do you feel a new site could unlock for your business?**
   _____
   _____
   _____

3. **What's the single most important message your site should communicate about your organization?**
   _____
   _____
   _____

Differentiation & Brand

4. **What makes your business the obvious choice for your customers? (Think niche, background, and competitor comparison.)**
   _____
   _____
   _____

5. **What problems do your prospects have that your business solves?**

_____
_____
_____

6. **Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features?**

_____
_____
_____

7. **What do you like about your current site, if anything?**

_____
_____
_____

Audience & Customers

8. **Describe your ideal customer—what motivates them, and how do they typically find you?**

_____
_____
_____

9. **Please describe your potential customers in detail (interests, age range, buying habits, etc.).**

_____
_____
_____

10. **What's the #1 action you want visitors to take on your site (call, book, buy, sign up)?**

_____
_____
_____

Design & Inspiration

11. **List two or three websites you really like the design of. What makes them appealing to you?**

_____
_____
_____

12. **Please list the names of five other sites that you like. Why are they attractive to you?**

_____
_____
_____

13. **What do you NOT want on your site in terms of text, content, or design?**

_____
_____
_____

Competition & SEO

14. **Have you researched your online competition so you know what you do and don't want on your site?**

_____
_____
_____

15. **If you were using a search engine, what words or phrases would you use to find your site? Which are most important?**

_____
_____
_____

Marketing & Growth

16. **Other than search engines, what methods do you have in mind to spread the word about your website?**

_____
_____
_____

17. **Do you already have social media or email marketing channels we should integrate into your site?**

_____
_____
_____

18. **How will you keep your site fresh so visitors return and refer others?**

_____
_____
_____

Structure & Content

19. **What pages are you hoping to have on the site? What pages are absolutely necessary?**

_____
_____
_____

20. How many current pages do you have (not including blog posts)? What are those pages?

_____
_____
_____

Hosting & Support

21. Your site will be hosted and supported by Rising Sun Studio. What ongoing support needs do you anticipate (updates, security, backups, performance monitoring)?

_____
_____
_____