

Website Discovery & Hosting Questionnaire

This combined questionnaire helps us understand your business, website goals, design preferences, technical environment, hosting needs, security requirements, SEO priorities, and ongoing support expectations.

Please complete as much as you can. If you are unsure about a technical question, select "Not sure" or leave a note. For best fillable-PDF support, open this document in Adobe Acrobat/Reader, save your completed copy, and email it to bob@paradise-technologies.com.

Contact name *

Title / role

Business / organization name *

Phone *

Email *

Primary website URL

Associated domains / subdomains

Primary decision-maker

Mailing address

Project type *

- | | | |
|---------------------------------------|---|---|
| ☐ New website | ☐ Existing website redesign | ☐ Hosting migration only |
| ☐ Landing page | ☐ Website + hosting + ongoing care | ☐ Not sure yet |

Target completion / launch date *

Important event, deadline, or reason for the date

Business, Audience & Website Objectives

The more we understand your organization and customers, the better we can structure the website around real business outcomes.

Describe your business or organization, products/services, and primary goals. *

Who are your primary customers or audiences? *

What makes your business different? List your strongest selling points or advantages.

What are the primary goals of the website? *

- | | | |
|---|--|--|
| ☐ Generate phone calls | ☐ Generate contact-form leads | ☐ Sell products online |
| ☐ Book appointments/reservations | ☐ Educate visitors | ☐ Showcase work/portfolio |
| ☐ Build trust/credibility | ☐ Grow email list | ☐ Recruit employees |
| ☐ Accept donations/registrations | ☐ Support existing customers | ☐ Other |

What are the most important actions you want visitors to take? *

Who are your main competitors or comparison websites?

Current Website, Platform, Domain & Hosting

Complete this section for an existing website or migration. For a brand-new website, answer what you know and mark the rest "Not sure."

Current website platform *

- | | |
|---|--|
| ☐ WordPress | ☐ Joomla |
| ☐ Drupal | ☐ Static HTML |
| ☐ Custom PHP / Laravel / Node.js / other | ☐ Shopify / hosted platform |
| ☐ Not sure | |

Known website issues or problems

If replacing or redesigning the site, what should we keep? What should change?

Do you own/control the domain? *

- ☐ Yes ☐ No ☐ Not sure

Do you have registrar access? *

- ☐ Yes ☐ No ☐ Not sure

Do you have hosting-account access? *

- ☐ Yes ☐ No ☐ Not sure

Do you have FTP/SFTP/cPanel access? *

- ☐ Yes ☐ No ☐ Not sure

Current domain registrar

Current hosting provider

Current business email provider (Microsoft 365, Google Workspace, etc.)

Current website administrator / vendor contact (if applicable)

Website Scope, Pages & Content

Tell us what the new site needs to contain and what materials are already available.

Website type / purpose *

- | | | |
|---|--|--|
| ☐ Business / service website | ☐ E-commerce / online store | ☐ Portfolio / gallery |
| ☐ Membership / customer portal | ☐ Event / registration site | ☐ Nonprofit / association |
| ☐ Political / advocacy | ☐ Restaurant / hospitality | ☐ Real estate / property |
| ☐ Informational / publishing | ☐ Landing page / campaign | ☐ Other |

Pages or sections you expect to need

- | | | |
|---|--|--|
| ☐ Home | ☐ About | ☐ Services |
| ☐ Products | ☐ Contact | ☐ Blog / News |
| ☐ FAQ | ☐ Gallery / Portfolio | ☐ Team / Staff |
| ☐ Testimonials | ☐ Careers | ☐ Locations |
| ☐ Privacy Policy | ☐ Terms of Use | ☐ Accessibility |
| ☐ Sitemap | ☐ Resources / Downloads | ☐ Other |

Content readiness *

- | | |
|---|--|
| ☐ Complete - ready to use | ☐ Almost complete |
| ☐ Work in progress | ☐ Early stages |
| ☐ Not ready - need help creating content | |

What will you provide?

- | | | |
|---|--|--|
| ☐ Logo files | ☐ Brand guide | ☐ Written copy / text |
| ☐ Photos / images | ☐ Video | ☐ Brochures / PDFs |
| ☐ Product/service data | ☐ Staff biographies | ☐ Testimonials |
| ☐ Existing website content | ☐ Other | |

Content, copywriting, photography, or asset assistance needed

Design, Branding & Visual Direction

We use your brand, audience and business goals to guide the visual design. Select any words that describe the feel you want.

Preferred style

- | | | | |
|---------------------------------------|------------------------------------|--|--------------------------------------|
| ☐ Professional | ☐ Corporate | ☐ Modern | ☐ Traditional |
| ☐ Simple | ☐ Sleek | ☐ Sophisticated | ☐ Elegant |
| ☐ Upscale | ☐ Warm | ☐ Friendly | ☐ Inviting |
| ☐ Bold | ☐ Creative | ☐ Colorful | ☐ Artistic |
| ☐ Conservative | ☐ Fun | ☐ Minimal | ☐ Other |

Logo status

- | | |
|---|--|
| ☐ I have a logo and will provide it | ☐ I need a new logo |
| ☐ I want the existing logo refreshed | ☐ No logo needed |

Brand / company colors (HEX, RGB, Pantone, or description)

Preferred fonts / typography

Image / photography direction

Navigation preference

- | | |
|--|--|
| ☐ Top navigation | ☐ Mega menu / dropdowns |
| ☐ Simple / minimal navigation | ☐ No preference - recommend best option |

Reference website #1

What do you like about it?

Reference website #2

What do you like about it?

Reference website #3

What do you like about it?

Features, Forms & Integrations

Select everything the website may need. We will confirm the exact scope during discovery.

Website features

- | | | |
|--|--|---|
| ☐ Contact / inquiry forms | ☐ Newsletter signup | ☐ Appointment booking |
| ☐ Reservations | ☐ E-commerce / checkout | ☐ Online payments |
| ☐ Member login / portal | ☐ User accounts | ☐ Site search |
| ☐ Maps / directions | ☐ Events calendar | ☐ File downloads |
| ☐ Photo gallery | ☐ Video / media | ☐ Testimonials / reviews |
| ☐ Live chat / chatbot | ☐ Job applications | ☐ Donations |
| ☐ Multilingual content | ☐ Other | |

Technical / back-end requirements

- | | | |
|--|--|--|
| ☐ SSL certificate | ☐ Database access | ☐ PHP or other scripting |
| ☐ Scheduled tasks / cron jobs | ☐ API integrations | ☐ CRM integration |
| ☐ Accounting integration | ☐ Inventory / POS integration | ☐ Email marketing integration |
| ☐ Single sign-on / authentication | ☐ Custom forms / workflows | ☐ Not sure |

Describe any e-commerce, booking, membership, payment, or custom workflow requirements.

Which third-party services, applications, or APIs must connect to the website?

Where should website-generated email (forms, notices, password resets) be delivered?

Hosting, Security, Performance & Ongoing Care

These questions help us size the hosting environment and recommend an appropriate website-care plan.

Expected monthly website traffic

- | | | |
|---|---|---|
| ☐ Under 1,000 visits | ☐ 1,000 - 10,000 | ☐ 10,000 - 100,000 |
| ☐ 100,000+ | ☐ Not sure | |

Current / desired infrastructure and protections

- | | | |
|--|---|--|
| ☐ Cloudflare / CDN | ☐ Web application firewall | ☐ Daily off-site backups |
| ☐ Staging website | ☐ Uptime monitoring | ☐ Malware / security monitoring |
| ☐ SSL monitoring | ☐ Performance monitoring | ☐ Multi-factor authentication |
| ☐ Automated accessibility scans | ☐ Disaster-recovery planning | ☐ Not sure |

Any security, accessibility, privacy, payment, or regulatory requirements?

Do you want Paradise Technologies to host and manage the website? *

- | | | |
|------------------------------|-----------------------------|--|
| ☐ Yes | ☐ No | ☐ Maybe / need recommendation |
|------------------------------|-----------------------------|--|

Ongoing website care / support interest

- | | |
|---|--|
| ☐ Essential Website Care - \$99/month | ☐ Business Website Care - \$249/month |
| ☐ First-Class Digital Care - \$999/month | ☐ Enterprise / custom support |
| ☐ Not sure - recommend a plan | ☐ No ongoing support needed |

Hosting, performance, backup, recovery, or support notes

SEO, Analytics & Marketing

These questions help us build the site so search visibility and measurement are considered from the beginning.

Target geographic areas / markets

Important products, services, search phrases, or keywords customers might use

Existing accounts and profiles

- | | | |
|---|--|--|
| ☐ Google Analytics | ☐ Google Search Console | ☐ Google Business Profile |
| ☐ Bing Webmaster Tools | ☐ Google Tag Manager | ☐ Facebook |
| ☐ Instagram | ☐ LinkedIn | ☐ YouTube |
| ☐ Other / not sure | | |

Marketing / growth services of interest

- | | | |
|--|--|---|
| ☐ Technical SEO | ☐ On-page SEO | ☐ Local SEO |
| ☐ SEO content / articles | ☐ Google Business Profile support | ☐ Social media content |
| ☐ Conversion tracking | ☐ Email marketing integration | ☐ Paid advertising support |
| ☐ Reputation / review support | ☐ Not sure | |

What results would make this website project successful? *

Any SEO, analytics, social media, or marketing notes

Timeline, Budget, Approvals & Final Instructions

A clear schedule and decision process helps avoid delays and keeps the project aligned.

Approximate project budget range

- | | | |
|--|--|---|
| ☐ Under \$2,500 | ☐ \$2,500 - \$5,000 | ☐ \$5,000 - \$10,000 |
| ☐ \$10,000 - \$25,000 | ☐ \$25,000+ | ☐ Not sure / need proposal |

Who will review and approve design, content, and launch decisions? *

Are there any internal review, legal, board, compliance, or procurement steps we should plan for?

Supporting files you will provide

- | | | |
|---|--|---|
| ☐ Logo / brand files | ☐ Photos | ☐ Videos |
| ☐ Brochures / PDFs | ☐ Existing website export | ☐ Product / service lists |
| ☐ Staff information | ☐ Policies / legal text | ☐ Credentials / access provided securely |
| ☐ Other | | |

Additional instructions, sitemap ideas, special requirements, or anything else we should know

Next step: Save the completed questionnaire and return it to bob@paradise-technologies.com. Please do not place passwords or sensitive credentials directly in this PDF. We will arrange a secure method for account access when needed.

Completed by

Date