

The website design questionnaire

From: [your agency], [address], [email]

For: Saltmarsh Brewing Co., a brewery and taproom in Wilmington, North Carolina

Sent: Monday, October 12, 2026. Returned: Friday, October 16, 2026

Filled in by: [co-owner's name], co-owner

Each question ends with the part of our quote its answer prices, so you can see why we're asking.

1. THE BUSINESS

1.1 What does the business do, in two sentences? (Shapes the home page, quote line 2.3.)

Answer: We brew about 14 beers a year and pour them in our own taproom near the river. Most visitors are locals and weekend tourists deciding where to go tonight.

1.2 Who is the site mainly for, and what should they be able to do on it? (Sets the page list, quote line 2.1.)

Answer: Someone on their phone checking what's on tap, what time we close and whether there's a food truck tonight.

1.3 Which three websites do you like, which one do you dislike, and why? (Sets how many layouts we design, quote line 2.2.)

Answer: [three addresses]. We dislike sites where the opening hours are hidden at the bottom of the page.

2. WHAT THE SITE HAS TO DO

2.1 Which pages do you need? List them even if you're unsure. (Priced per page, quote line 2.3.)

Answer: Home, On tap, Our beers, Events, Visit us, Private events, About and Contact, so eight pages.

2.2 Where does your list of beers on tap live today, and who changes it? (Quote line 2.4.)

Answer: A chalkboard behind the bar and our Untappd page. The taproom manager changes both two or three times a week.

2.3 Do you run events, and how often? (Quote line 2.5.)

Answer: Trivia every Tuesday, live music most Saturdays and a release party about once a month.

2.4 Will you sell anything on the site, such as merchandise, gift cards or tickets? (Not in the quote unless the answer is yes.)

Answer: No, everything is sold in the taproom.

2.5 Does the site need to connect to any software you already use? (Priced separately if the answer is yes.)

Answer: Only Untappd, and only as a link.

3. CONTENT

3.1 Who will write the text for each page, and by what date? (Copy editing at quote line 2.6, or copywriting at a higher price.)

Answer: [co-owner's name] writes all eight pages and sends them by Friday, November 20, 2026.

3.2 Do you have photos you own, and roughly how many? (Quote line 2.7. Stock photos are bought only with your OK and billed at cost.)

Answer: About 60 from a shoot last spring, and we own them.

3.3 Are your logo, colors and fonts written down anywhere? (If they aren't, a short brand pass is quoted separately.)

Answer: We have the logo files. The colors and fonts only exist on our cans.

4. ACCOUNTS AND ACCESS

4.1 Who owns the domain, and whose name is it registered in? (Goes into the quote's assumptions.)

Answer: It's registered to the business and [co-owner's name] holds the login.

4.2 Where is the current site hosted, and who has that login? (Launch, quote line 2.8.)

Answer: A website builder plan we pay for monthly, same login.

5. DECISIONS

5.1 Who approves the design and the finished pages? Please name one person. (Goes into the quote's assumptions.)

Answer: [co-owner's name]. Our other co-owner and our head brewer want to see the beer pages first.

5.2 If more than one person has a say, who gathers the comments and sends them to us as one reply, and within how many working days? (Sets the two revision rounds in quote line 2.2.)

Answer: [co-owner's name] gathers them and replies within three working days.

6. DATES AND BUDGET

6.1 Is there a date the site has to be live by, and what happens on that date? (Sets the start date and the schedule.)

Answer: Our fifth anniversary party on Saturday, February 6, 2027.

6.2 What range have you set aside for the site? (Tells us whether to quote everything above or a first phase.)

Answer: \$10,000 to \$14,000.

7. NOT NOW

7.1 Is there anything you want eventually but not in this project? (Written into the quote as not included.)

Answer: A merch shop, maybe next year.

Returned by: _____ Date: _____