

DIGITAL, BUT DIFFERENT



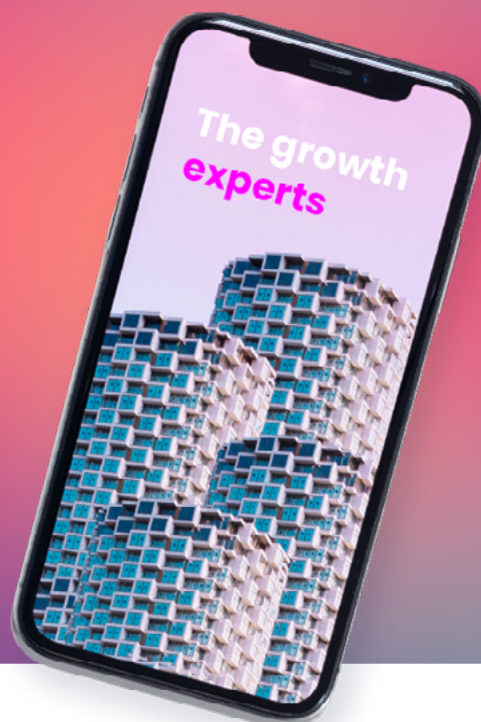
Burne & Royce

Website Requirements Questionnaire



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1 Your contact information

Your name

Email address

Telephone number

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Suite 8, Saturn Centre, Challenge
Way, Blackburn BB1 5QB
01254 449 244

BURNE & ROYCE | BOLTON

6th Floor, 120 Bark Street,
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01204 263 201

EMAIL

info@burneandroyce.co.uk

INFO

Companies House
Registered No. 14851756

2 Business Information

1. What is the name of your business?
2. Do you have a tagline or slogan?
3. Please describe your business in a few sentences.
4. What products or services do you offer?
5. Who is your target audience?

3 Goals & Objectives

1. What are the main goals of your website?
(e.g., generate leads, book appointments, collect emails)
2. What is your call-to-action (CTA)?
(e.g., 'Book Now', 'Get a Free Quote', 'Contact Us')
3. Do you have specific conversion goals?
(e.g., number of leads/month)?

4 Design Preferences

1. Do you have branding in place?
 - Logo
 - Typography
 - Brand colours
 - Style guide
2. Do you have preferred colors, fonts, or a general style?
3. Are there any websites you like or want to model your site after? (Include URLs and what you like about them.)

If yes, please share a link below or attach to your mail:

5 Content Requirements

1. What pages do you need? *Not sure? We can go through the details with you.*

Home

Blog

Custom landing pages - provide details below:

About Us

FAQs

Contact

Testimonials

Other– Please provide details:

2. Do you have pre-prepared content for your site?

Yes I have content ready

No, I need content

3. Do you have high-quality images or will stock images be needed?

Yes I have images ready

No, I need images

4. Do you need help creating:

Copywriting

SEO optimised content

Blog posts (*only for site launch*)

6 Lead Generation Features

1. What method(s) of lead capture do you need?
(e.g., contact form, booking form, newsletter signup, pop-ups)

2. Do you need scheduling functionality?
(e.g., for appointments or consultations)

Yes I need scheduling

No, I don't need scheduling

3. Will you need custom forms? If so, what fields should be included?

4. Do you need any specific Automations Setting up?
(Booking Confirmation/ Thank You Email etc)

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7 Functional Requirements

1. What features or integrations do you need? *Not sure? We can go through the details with you.*

Email marketing (Klaviyo, Mailchimp, etc.)

Reviews/testimonials

Live chat

Multi-language support

Other – Please provide details:

Social media integration

Google Analytics/Facebook Pixel

Google Ads Tracking / Search Console Set-Up

Technical SEO for launch

(Meta Tags / SCHEMA / Breadcrumbs etc)

8 Technical & Legal

1. Do you have: *Not sure? We can go through the details with you*

A domain name? – If so who is your provider?

A business email? – Please provide details:

Do you have a WIX account?

Yes I have a Wix account

No, I don't have a Wix account

Will we be migrating content from an existing site?

If yes, please provide the URL.

No, I don't need migration

Yes, I need migration from the site below:

Do you need help setting up Google Analytics, Facebook Pixel, Google Ads Tracking or Search Console?

Yes, I need help

No, I don't need help

Do you want B&R to implement technical SEO such as Meta Tags/SCHEMA etc ?

Yes, please implement technical SEO

No, I don't need it

9 Timeline

1. Ideal project **start date**

2. Ideal project **end date**

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1. Anything to add? Please share any other comments, concerns, or special requests:

Thank you for completing the website requirements for Shopify! Please save and send this form to:

info@burneandroyce.co.uk

Don't forget to attach any documents you think we may need:

- logos
- styleguide
- privacy policy
- shipping policy
- content, etc



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