Rephill, LLC

Where business meets government

Website Discovery Questionnaire

A short series of questions that helps us understand your business and design a website that drives the result you actually need.

Answer what you can. Anything you're unsure about, just write "TBD" — that's useful information for our first conversation.

Your contact info

Full name

Email address

Company / organization

Phone (optional)

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1. The Business

Legal company name, common name (if different), and primary location

In one or two sentences: what does your business do, and for whom?

How long have you been operating, and what changed recently that has you investing in a new website?

Top 3 competitors, and what they do well online

What you do better than those competitors that the website needs to make obvious

2. Goals for the Site

Six months after launch, what would make you say 'this site is working'?

Single most important goal for this site
leads, credibility, customer info, online sales, recruiting, policy/press, other

Single action you most want a visitor to take

Measurable targets (visits, leads, signups per month)

3. Audience

Ideal customer in one paragraph (industry, role, decision-maker vs. researcher, age, geography)

Secondary audiences the site also needs to serve

Questions first-time visitors most often ask in real life

Common objections and how you currently answer them

4. Messaging & Voice

In 5–10 words, how do you want a stranger to describe you after 60 seconds on the site?

Language or jargon we must use, or must avoid

Past taglines or one-liners that worked (or didn't)

Tone (pick 2–3): authoritative · approachable · technical · plainspoken · formal · irreverent · other

2–3 websites whose writing style you admire, and why

5. Government, Legal & Regulatory

Skip what doesn't apply.

Regulated industry? Which one?

Sell to / interact with any government agency? Describe.

Compliance requirements (HIPAA, ADA/Section 508, FERPA, GDPR, CCPA, lobbying disclosure, FTC endorsement guides, export controls)

Claims your legal counsel should review (clinical results, ROI, 'first/only/best', testimonials, government endorsements)

Pending or recent legal, regulatory, or PR matters the site should be careful around

Will the site need a documented accessibility statement, privacy policy, or terms of service?

6. Site Content & Pages

Every page you think the site needs

Existing content we can reuse

Need new copywriting, or will you provide the words?

How many products, services, locations, team members, case studies, or articles?

How often will the site need updates, and who on your team will own them?

7. Functionality (check all that apply)

Features needed

- ☐ Contact forms / inquiry routing
- ☐ Online scheduling / booking
- ☐ Member or customer login portal
- ☐ Multi-language support
- ☐ Live chat
- ☐ Job board / applicant tracking
- ☐ Custom calculators, tools, or dashboards
- ☐ Email newsletter signup
- ☐ E-commerce / payments
- ☐ Document downloads (gated or public)
- ☐ Search
- ☐ Events calendar
- ☐ Donations / fundraising

Anything custom worth describing? Integrations needed (CRM, accounting, email platform)?

Spreadsheet data the site could make smarter use of

8. Brand & Design

Existing logo, brand guide, or visual style (note any links)

Brand refresh on the table, or strictly within what you have?

3 websites whose look and feel you like, and why

1–2 sites you actively dislike, and why

Colors, imagery, or treatments you want — or want to avoid

Professional photography, or plan a shoot / use stock?

9. Technology & Hosting

Domain name? Who controls the DNS?

Existing hosting, email, or analytics accounts (Google, Microsoft 365, Mailchimp, HubSpot, etc.)

IT or security policies your organization requires

Anything beyond the public website (internal tools, client portal, custom platform)

10. Timeline, Budget & Decisions

Hard deadline (event, funding round, election, fiscal year, board meeting)

Ideal launch date / latest acceptable date

Budget range

Budget approved, or requires sign-off?

Day-to-day point of contact

Final approval on copy / design / launch

How quickly can your team turn around feedback?

11. Anything Else

Anything you've been told that we should know — or anything you're worried about going wrong

What does success feel like, beyond metrics