# Client Needs Assessment Survey

Thank you for considering my services! Please take a few minutes to complete this survey — it will help me better understand your goals and tailor the perfect solution for your website, app, or copywriting needs.

## 1. General Information

Your Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Website (if you have one): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 2. Project Type

What services are you interested in? (Check all that apply)

[ ] Website Design/Redesign

[ ] Mobile App Development

[ ] Copywriting/Content Creation

[ ] SEO Optimization

[ ] E-commerce Integration

[ ] Branding/Logo Design

[ ] Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 3. Website Needs

Do you currently have a website?

[ ] Yes (please provide the link): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[ ] No

What type of website do you need?

[ ] Informational (basic company website)

[ ] E-commerce (to sell products/services)

[ ] Portfolio

[ ] Blog

[ ] Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What features do you want on your website? (Check all that apply)

[ ] Contact forms

[ ] Online booking

[ ] Live chat

[ ] Membership/Subscription

[ ] Social media integration

[ ] Payment gateway

[ ] Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 4. App Development

Do you need a mobile app?

[ ] Yes

[ ] No

What platform are you targeting?

[ ] iOS

[ ] Android

[ ] Both

What app features are essential for your business?

[ ] User registration/login

[ ] Push notifications

[ ] In-app purchases

[ ] Chat/messaging

[ ] Location services (maps, GPS)

[ ] Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 5. Copywriting Needs

What type of copywriting do you need?

[ ] Website copy (Home, About, Services pages)

[ ] Blog posts/articles

[ ] Product descriptions

[ ] Email marketing campaigns

[ ] Ad copy (Google/Facebook ads)

[ ] Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What tone of voice best fits your brand?

[ ] Professional & Formal

[ ] Friendly & Conversational

[ ] Bold & Edgy

[ ] Inspirational & Motivational

[ ] Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 6. Goals & Budget

What are your main goals for this project? (e.g., increase sales, build brand awareness, grow email list)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is your estimated budget?

[ ] Under $1,000

[ ] $1,000 – $3,000

[ ] $3,000 – $5,000

[ ] $5,000+

What is your ideal project deadline?

[ ] 2–4 weeks

[ ] 1–2 months

[ ] 3 months or longer

## 7. Additional Information

Is there anything else you'd like me to know about your project?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Thank you for sharing your vision with me! I’ll review your responses and get back to you shortly to discuss the next steps.

Let’s build something amazing together!