

Website Content Questionnaire

Your Guide In Panama — client intake form

Please fill in as much detail as you can below (click into each box to type). The more complete this is, the fewer follow-up questions we'll need before your site goes live.

1. Business & Branding

1. Official business name (exactly as it should appear on the site)

2. Tagline / slogan (leave blank if you'd like us to write one)

3. Do you have a logo file? How will you send it? If not, what colors/style do you like?

4. How long in business, and a short founding story (1-2 sentences)?

2. Contact & Booking Info

5. Phone number(s) (note which is WhatsApp-enabled)

6. Email address for inquiries

7. Physical address or usual meeting point

8. Social media links (Instagram, Facebook, TripAdvisor, YouTube, etc.)

9. Preferred booking method (contact form / WhatsApp / email / platform name)

10. Business hours / days of availability

3. About / Guide Bio

11. Guide name(s), and do you have a headshot/photo to send?

12. Short bio: certifications, languages spoken, years guiding

13. Licenses/certifications to display (e.g. ATP license number, first-aid cert)

14. 3-5 'why choose us' points

4. Tours / Services Offered

Fill in as many of the 10 tour slots below as you need. Leave any unused ones blank.

Tour / Package #1	
Tour / Package name	
Short description (for homepage cards)	
Long description (for the tour's own page)	
Duration	
Difficulty level (easy / moderate / strenuous)	
Group size (min-max)	
Price (per person / private rate)	
What's included	
What's excluded	
Meeting point / pickup details	
Best months / season	
Photos provided? (filenames or 'need stock')	

Tour / Package #2	
Tour / Package name	
Short description (for homepage cards)	
Long description (for the tour's own page)	
Duration	
Difficulty level (easy / moderate / strenuous)	
Group size (min-max)	
Price (per person / private rate)	
What's included	
What's excluded	
Meeting point / pickup details	
Best months / season	
Photos provided? (filenames or 'need stock')	

Tour / Package #3	
Tour / Package name	
Short description (for homepage cards)	
Long description (for the tour's own page)	
Duration	
Difficulty level (easy / moderate / strenuous)	
Group size (min-max)	
Price (per person / private rate)	
What's included	
What's excluded	
Meeting point / pickup details	

Best months / season	
Photos provided? (filenames or 'need stock')	

Tour / Package #4	
Tour / Package name	
Short description (for homepage cards)	
Long description (for the tour's own page)	
Duration	
Difficulty level (easy / moderate / strenuous)	
Group size (min-max)	
Price (per person / private rate)	
What's included	
What's excluded	
Meeting point / pickup details	
Best months / season	
Photos provided? (filenames or 'need stock')	

Tour / Package #5	
Tour / Package name	
Short description (for homepage cards)	
Long description (for the tour's own page)	
Duration	
Difficulty level (easy / moderate / strenuous)	
Group size (min-max)	
Price (per person / private rate)	
What's included	

What's excluded	
Meeting point / pickup details	
Best months / season	
Photos provided? (filenames or 'need stock')	

Tour / Package #6	
Tour / Package name	
Short description (for homepage cards)	
Long description (for the tour's own page)	
Duration	
Difficulty level (easy / moderate / strenuous)	
Group size (min-max)	
Price (per person / private rate)	
What's included	
What's excluded	
Meeting point / pickup details	
Best months / season	
Photos provided? (filenames or 'need stock')	

Tour / Package #7	
Tour / Package name	
Short description (for homepage cards)	
Long description (for the tour's own page)	
Duration	
Difficulty level (easy / moderate / strenuous)	
Group size (min-max)	

Price (per person / private rate)	
What's included	
What's excluded	
Meeting point / pickup details	
Best months / season	
Photos provided? (filenames or 'need stock')	

Tour / Package #8	
Tour / Package name	
Short description (for homepage cards)	
Long description (for the tour's own page)	
Duration	
Difficulty level (easy / moderate / strenuous)	
Group size (min-max)	
Price (per person / private rate)	
What's included	
What's excluded	
Meeting point / pickup details	
Best months / season	
Photos provided? (filenames or 'need stock')	

Tour / Package #9	
Tour / Package name	
Short description (for homepage cards)	
Long description (for the tour's own page)	
Duration	

Difficulty level (easy / moderate / strenuous)	
Group size (min-max)	
Price (per person / private rate)	
What's included	
What's excluded	
Meeting point / pickup details	
Best months / season	
Photos provided? (filenames or 'need stock')	

Tour / Package #10	
Tour / Package name	
Short description (for homepage cards)	
Long description (for the tour's own page)	
Duration	
Difficulty level (easy / moderate / strenuous)	
Group size (min-max)	
Price (per person / private rate)	
What's included	
What's excluded	
Meeting point / pickup details	
Best months / season	
Photos provided? (filenames or 'need stock')	

5. Photos & Media

15. Do you own the rights to your photos, or do you need stock imagery for gaps?

16. Any drone footage or video highlight reels available?

17. Preferred photo style (bright & vivid / natural & earthy / professional / candid)

6. Testimonials / Reviews

18. Paste 2-5 reviews to feature (name + source: Google, TripAdvisor, Facebook)

19. Permission to display reviewer's name/photo?

20. Press mentions, awards, or partner brands to feature

7. Trust & Practical Info

21. Safety measures and/or insurance info

22. Cancellation / refund policy

23. What guests should bring / dress code

24. Languages spoken by guides

25. Payment methods accepted (cash, card, PayPal, Zelle, etc.)

8. Legal / Footer

26. Need a privacy policy / terms page? (yes/no)

27. Business registration or tourism license number for footer

9. Domain & SEO

28. Final domain name you'd like to use

29. Target city/region and keywords

30. Existing Google Business Profile link?

10. Panama-Specific Details

31. ATP (Autoridad de Turismo de Panamá) license number? Display it on the site?

32. Which region(s) do your tours cover? (Panama City/Canal, Bocas del Toro, San Blas/Guna Yala, Boquete/Chiriquí, Pearl Islands, Darién, Azuero, other)

33. Do tours visit indigenous communities (Guna, Emberá, Wounaan, Ngäbe-Buglé)? Separate fees/protocols included in price?

34. Do tours enter national parks/protected areas (Chagres, Soberanía, Volcán Barú, Coiba, Darién)? Are MiAmbiente permits/fees included?

35. Booking/deposit policy (e.g. 50% deposit, balance in cash to guide, or full payment upfront)

36. Dry season (Dec-Apr) vs green/rainy season (May-Nov) notes affecting specific tours

37. Do you require signed liability waivers or medical questionnaires for certain activities?

11. Anything Else

38. Any other inputs, notes, or questions you'd like to add?

Thank you! Send this back once complete and we'll begin customizing your chosen template.