

# Startup Website Strategy & Odoo Platform Evaluation

A comprehensive discovery questionnaire for startup founders on custom web development, business alignment, and Odoo platform adoption.

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| Startup Name: |  | Founder Name: |  |
| Industry:     |  | Date:         |  |

## SECTION 1: CORE STARTUP VISION & BUSINESS MOTIVATION

**Q1.** What is the core mission of your startup, and what primary problem does your business solve for customers?

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**Q2.** Why did you decide that building a custom website was essential at this specific stage of your startup's growth?

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**Q3.** What specific business objectives (e.g., brand awareness, lead capture, online sales) do you expect this website to achieve?

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**Q4.** Who is your target audience, and what key impression or feeling do you want them to have when visiting your site?

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**Q5.** How does having your own website give you a competitive advantage over relying solely on marketplaces or social media?

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## SECTION 2: REASONS FOR CHOOSING AN INTEGRATED PLATFORM LIKE ODOO

**Q6.** What primary business pain point led you to consider or choose Odoo as your website and business platform?

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**Q7.** How important was backend integration (e.g., Inventory, CRM, Accounting) in your decision to build on Odoo?

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**Q8.** Did you evaluate other Website Builders (e.g., WordPress, Shopify, Webflow) before opting for Odoo? What made Odoo win?

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**Q9.** How critical is cost-efficiency and modular scaling (adding apps as you grow) to your startup's tech budget?

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**Q10.** Do you plan to leverage Odoo's open-source flexibility or standard out-of-the-box features for your platform?

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## SECTION 3: E-COMMERCE & SALES OPERATIONS

**Q11.** Will your website feature an online store, subscription billing, or service booking, and how will Odoo manage it?

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**Q12.** Which payment gateways (e.g., Stripe, PayPal, local acquirers) do you plan to integrate with Odoo eCommerce?

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**Q13.** How will order fulfillment, shipping calculations, and inventory tracking be synchronized from web orders into Odoo?

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**Q14.** Do you require multi-currency support or international tax compliance features for global sales on Odoo?

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**Q15.** How do you plan to handle customer discounts, promo codes, or loyalty programs through the Odoo website?

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## SECTION 4: USER EXPERIENCE (UX), DESIGN & BRANDING

**Q16.** How important is drag-and-drop customization vs custom HTML/CSS coding for managing your Odoo website building?

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**Q17.** What specific brand elements (color schemes, typography, media) must be strictly maintained across all Odoo pages?

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**Q18.** How do you plan to ensure mobile responsiveness and fast page loading speeds across mobile devices?

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**Q19.** What key user journeys or call-to-actions (CTAs) should be prioritized on the homepage?

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**Q20.** Will you require custom portal features where clients can view their invoices, quotes, or support tickets?

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## SECTION 5: CONTENT STRATEGY, SEO & MARKETING

**Q21.** How do you plan to utilize Odoo's built-in SEO tools to optimize meta titles, descriptions, and keywords?

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**Q22.** Will content marketing (e.g., blogs, case studies, whitepapers) be hosted directly on Odoo Website Blog app?

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**Q23.** How will inbound leads captured via Odoo website forms be routed into Odoo CRM for sales follow-ups?

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**Q24.** Do you plan to run automated email marketing campaigns or newsletters linked directly to subscriber forms?

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**Q25.** Are you integrating tracking scripts such as Google Analytics, Meta Pixel, or LinkedIn Tag into Odoo?

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## SECTION 6: CRM & CUSTOMER RELATIONSHIP MANAGEMENT

**Q26.** How will live chat or Odoo Chatbot on your website assist in qualifying leads before handing over to sales?

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**Q27.** What automated response workflows should trigger when a potential client fills out a contact form?

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**Q28.** How will your team handle post-sales customer support, desk ticketing, or refund requests via the website portal?

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**Q29.** Will customer profiles on Odoo automatically reflect their web activity, order history, and interaction touchpoints?

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**Q30.** Do you plan to offer custom quotes (Odoo Sign/Quotes) directly through web interactions for B2B customers?

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## SECTION 7: TECHNICAL ARCHITECTURE, HOSTING & SECURITY

**Q31.** Which hosting environment are you selecting for Odoo (Odoo Online, Odoo.sh, or On-Premise/Cloud VPS)?

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**Q32.** What domain strategy and SSL security measures are in place to ensure safe website transactions?

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**Q33.** Do you plan to integrate third-party APIs (e.g., custom ERPs, logistics providers, external software) with Odoo?

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**Q34.** How will you maintain database backups and disaster recovery protocols for website customer data?

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**Q35.** What measure will you take to comply with data privacy regulations (e.g., GDPR, CCPA) using Odoo cookie banners?

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## SECTION 8: OPERATIONS, TEAM WORKFLOW & SCALABILITY

**Q36.** Who within your startup team will be responsible for editing, updating, and publishing website content?

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**Q37.** How will access permissions and user roles be defined in Odoo to restrict unauthorized website structural changes?

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**Q38.** What is your workflow for testing website updates, new app installs, or UI modifications before pushing to live?

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**Q39.** How easily can non-technical team members create promotional landing pages using Odoo building blocks?

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**Q40.** How do you foresee scaling the platform when your website traffic or transaction volume grows tenfold?

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## SECTION 9: ROI, ANALYTICS & FUTURE ROADMAP

**Q41.** What key performance indicators (KPIs) will determine whether your Odoo website deployment is a success?

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**Q42.** How will you measure the ROI of implementing an all-in-one Odoo platform versus standalone web plugins?

**Q43.** What advanced Odoo modules (e.g., Recruitment, Events, Marketing Automation) do you plan to plug in next year?

**Q44.** How will customer feedback collected on the website influence future product or service iterations?

**Q45.** What is your long-term vision for transforming your website into a full digital ecosystem over the next 3 to 5 years?