

Website Questionnaire

Get the most out of your website by answering these questions. Please note that you can easily save a .PDF version of this file, print it or easily email a link to it. See the small icons in the upper right-hand side of the page.

1) Website Navigation Layout: Please make a list of all products and services that you would like to have as categories and/or navigation buttons on your website.

The following are examples of possible categories/pages to include on your website:

Home Page

Products

Services

About Us

Photo Gallery

News and Updates

Why Hire Us

Service Request Form

Location/Contact

Others _____

2) Current Website: Do you currently own a website?

If YES, please include:

The web (URL) address _____

FTP information _____

User name _____

Password _____

An example would be: www.MyBusinessWebsite.com. If NO, please choose 5 domain names that you would consider. Your choices may already be taken. You can check www.domainnamestore.net for availability. Your domain name should be easily identifiable, easy to explain over the phone, and print on a business card. If you would like us to search and register your domain name we will provide that service. Please type in the domain name you would like to have for your website.

There is no charge for set up. However, there is a charge for registering web names of \$14.95 per year. (2-4 years - \$12.95 per year; 5+ years - \$10.95).

3) Contact Us Section Of Your Website: What are all the different ways visitors can contact you? This information needs to go into the Contact Us page.

Name _____

Address, City State, Zip _____

Phone _____

Fax _____

1-800 _____

Cell? _____

E-mail addresses? _____

List hours of operation and days closed.

4) Search Engine Identifier Word And Phrases: List 20 words or phrases that describe your business. Pick words/phrases relevant to your business. List all keywords that would link search engines to your website -- phrases should be both specific and general.

Examples below: A Minneapolis plumbing service business might consider:

1. minneapolis plumber
2. minneapolis mn plumber
3. video camera inspection
4. plumbing heating contractor
5. plumbing and heating
- 6.
- 7.
- 8.
- 9.
- 10.

- 11.
- 12.
- 13.
- 14.

5) Description: Write a 25 word description of your business to be displayed and used in search engine submissions. Describe what your business offers, to whom it is offered and a succinct reason your business should be considered.

Here is an example:

1. We have a combined experience of 32 years. We specialize in plumbing, heating and air-conditioning, water heaters and boiler systems services for the Minneapolis, St Paul and surrounding areas. Yes, we service all of the metro area. Whether you need service in Apple Valley, Bloomington, Burnsville, Columbia Heights, Edina, Richfield, St Louis Park Plymouth, New Hope, Eden Prairie or any other Minneapolis and Suburban community, give us a call. WE ARE IN YOUR NEIGHBORHOOD NOW!!

Your Description:

6) Marketing Slogan: Do you have a business slogan or catch phrase? What is it? If you don't have one maybe it's time to make one up.

Here are 3 examples:

1. You stand on it, We stand behind it.
2. When only the best will do.
3. Visualize the difference.

Your Slogan:

7) Website Goal/Objective Questions: If you currently have a website, how many visitors do you receive each month? Do you know? What are your goals and objectives? What do you want the website to accomplish for you?

8) Design Questions: List e-mail addresses you want associated with your domain name (info@webdesign.com, sales@webdesign.com, support@webdesign.com).

If you want e-mails forwarded to an existing e-mail address, like Joe@aol.com, then let us know what those names and addresses are. We can have the e-mails forwarded; you must list all the members of your company that will be having e-mail addresses.

Sales@mywebsite.com will be forwarded to Joe721@aol.com

9) Color Design: Are there any color preferences you want to use?

10) Other Materials: Please list and gather any existing materials and information and provide all this text in digital format. If you don't have items stored digitally, you can send a hard copy. Items including, but not limited to:

Photos (Digital format, JPG, GIF, PNG, BMP, TIF), before and after images

Text in any format

Brochures, MS Publisher, Adobe Illustrator or.pdf format.

Product shots

Product samples

Press releases

Price and part lists

Multimedia - Video, Audio; possibly from radio commercial,

Video

Frequently Asked Questions (FAQs): Make a list of all the questions that you are usually asked in a question and answer format. You should think of these ahead of time so they can be entered into the FAQ sections. These can also be added at any time in the future.

Shipping and handling charges and constraints if this applies

Warranty policies, Guarantees, etc.

True and believable testimonials (clients, industry figures, pros) ask for them with quantifiable results (Love my new septic system...)

Endorsements from known sources

Photos of yourself, staff and location

11) Photography: Do you have any custom photography to be included on your web site? Do you own all the photography and have copyrights to all the images you are using? Remember to include copies of those.

12) Links: List any existing websites you want linked in your site. These should be sites that are related to your site and not direct competitors. Sites should be those whose services you use or that provide service or information useful to your target audience. Sites that cross-link with each other may increase both businesses targeted traffic.

Example: If you were a Moen dealer you might want a link to Moen, or if you install and sell Trane Air Conditioning units you may want a link to their products page (or put their products page on your web site if that is allowed by your vendor).

13) Company Contact: Who is the contact to interview regarding the design of your company's website? What positions of responsibility do they hold? Who is a person that will be in charge of the website and has access to all the information that will be needed for the website?

Name: _____

Phone number: _____

E-mail Address: _____

Thank you for your time in thoroughly filling out the requested information. The more you provide, the better your website will be.

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var addthis_pub = "darrellri";
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