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Website Worksheet

Business Name _____
 Phone Number _____
 Website Phone (If different) _____
 Address _____
 Website Email _____
 Contact _____
 Contact Email _____

Current Social Media:	Facebook	LinkedIn	Twitter	Pinterest	Other
Do you currently have a website?	Y	N	Current Website Address: _____		
Do you have other websites?	Y	N	Budget for this project \$ _____		

- Provide the web addresses of 2-3 websites you like, and what you like about them. _____

- Which company(s) do you consider your closest competition? _____
- How is your pricing structure set up compared to your competition? Higher Lower Same
- Why do/will people use your service versus your competitors? (List unique value propositions, price, experience, your team, etc.) _____

- Which geographic areas do you want to target? Cities, Counties, States, etc _____

- Do you want email(s) with company branding? ex: yourname@yourcompany.com Y N
- Do you have a current logo? File Format? _____ Do you want a logo design quote? Y N
- Will you need e-commerce, online booking or appointment scheduling built into the site? Y N
 If yes, please explain: _____

- Will you or your employees need access to edit pages, add pictures, etc? Y N
- Do you currently take credit cards? Y N Which Service? _____
- Would you like assistance setting up credit card service for your website? Y N
- Do you want Bio's for key employees? Y N Include Pictures? Y N
- Do you have pictures to provide for the site? Y N IMPORTANT: YOU MUST HAVE OWNERSHIP OF THE PICTURES YOU PROVIDE OR A LICENSE FOR STOCK PHOTOS. WE CANNOT COPY PICTURES FROM OTHER WEBSITES.

Website Worksheet (Pg2)

14. Who is your target audience? _____

15. Do you have a color pallet preference for the site? _____
16. Do you have a tag line you wish to use or do you need help creating one for your site? Y N
If yes, what is your tag line _____
17. Please list Products, Brands and/or Services you provide: _____

18. Initial expectations for the site: Home Page _____ Products _____ About Us _____ Blog _____
Gallery _____ Contact _____ Shopping Cart _____ Set Appointment _____ Calendar _____
FAQ's _____ Testimonials _____ Video(s) _____ Newsletter _____ Survey _____
Credit Cards Service _____ Pay Now Button _____ Donate Button _____ Online Form _____
Other _____
19. Websites you want to link to: _____

20. Are you familiar with Search Engine Optimization (SEO) or Search Engine Marking (SEM) Y N
21. Have you established a monthly Search Engine Marketing Budget? Y N \$ _____
22. Expected time frame you need to provide content, graphics and pictures for this project: _____
23. What are your expectations for the site to be fully completed and online? _____
24. Future expansion plans or additions you may need for the site: _____

25. Do you need additional marketing materials? Business Cards Brochures Door Hangers
Folders Business Forms Banners Mailers Shirts Hats
Promotional Items (koozies, calendars, canopies, pens, bags etc) _____
26. Please list any remaining questions, expectations or recommendations you may have regarding the website:

