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Website Worksheet

Business Name _____
Phone Number _____
Website Phone (If different) _____
Address _____
Website Email _____
Contact _____
Contact Email _____
Budget for this Project \$ _____

Do you currently have a website? Y N Current Website Address: _____
Do you have other websites? Y N If yes, please list: _____
Current Social Media: Facebook LinkedIn X (Twitter) Instagram YouTube
Other Social Media? _____
Other Websites or locations your site is currently linked to _____

How many pages do you prefer for your site? 5 is the average, 7-8 is what we recommend as a limit, but there are scenarios and businesses that will require more or less than the norm. Please check the pages you want; but this is just an initial request to help us understand your needs... can be revised as needed.

- Home
- Service Area / Map
- Rates / Pricing
- About
- Portfolio / Images
- Testimonials
- Products
- FAQ's
- Products
- Services
- Shopping Cart (e-commerce)
- Other _____
- Contact
- Events
- Other _____

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

2. Which company(s) do you consider your closest competition? _____

3. How is your pricing structure set up compared to your competition? Higher Lower Same

4. Why do/will people use your service versus your competitors? (List unique value propositions, price, experience, your team, etc.) _____

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

6. Do you need email(s) with company branding? ex: yourname@yourcompany.com Y N

7. Do you have a current logo? File Format? _____ Would you like a logo design quote? Y N

8. Will you need e-commerce, online booking or appointment scheduling built into the site? Y N
 If yes, please explain: _____

9. Will you or your employees need access to edit pages, add pictures, etc? Y N
10. Do you currently take credit cards? Y N Which Service? _____
11. Would you like assistance setting up credit card service for your website? Y N
12. Do want Bio's for key employees? Y N Include Pictures? Y N
13. Do you have pictures to provide for the site? Y N IMPORTANT: YOU MUST HAVE OWNERSHIP OF THE THE PICTURES YOU PROVIDE OR A LICENSE FOR STOCK PHOTOS. WE CANNOT COPY PICTURES FROM OTHER WEBSITES.
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. Do you have videos you want to add to the site? Y N Link address _____
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 Other
 Promotional Items (koozies, calendars, canopies, pens, bags ets) _____

26. Please list any remaining questions, expectations or recommendations you may have regarding the website:

