

Website Project Questionnaire

Please answer all questions as thoroughly and thoughtfully as you can. The answers you provide will be very valuable to us in providing you with an accurate estimate.

1. What do you see as the main purpose of the website? What need is it solving?

- a. Attract New Leads.
- b. Provide content for dealers.
- c. Online presence. I just need a website for people who “google” my business.
- d. Sell products or services. (E-commerce)
- e. List products or services that people can “Request a Quote”.
- f. Other:

2. Describe the feelings you wish the website to evoke. (E.g.: warmth, friendliness, reassurance, comfort, or excitement. Sample brand attributes might include caring, honesty, humor, professionalism, intelligence, technological savvy, sophistication, reliability, and trustworthiness.)

3. Have you been doing any Search Engine Optimization or Pay-Per-Click campaigns (Google Ads, Bing Ads etc..) with your current site?

4. Would you like to update any content on the site yourself? (E.g.: photo addition/removal, blog/news posts, product listing and/or pricing, editing, etc.)

5. Anything in particular you want to see on the website? (E.g.: integration of other software, reseller resources, etc.)

6. What domain or domains do you currently own? Do we need any new ones?

7. Who hosts your email? Is it part of your current website hosting

8. Do you have any third party integrations with your current site, such as Mailchimp, etc...
9. Is your current website sending any data, (Contact Forms, Analytics) to a third party service?
10. Please list 3 current websites you like and what you like about them.
11. If you currently have a website, what do you like or dislike about its design?
12. Is there anything you do NOT want on your site? (E.g.: text, content, color, graphic elements)
13. Do you have any photo libraries that you have not already shared with Rosewood?