

Marketing Guide 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. Tell us briefly about the client.

2. Does the client currently have a website? (If so, please list the link to it.)

3. What is 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" on.
- f. Other:

4. What other projects have we done for this client that would help with the web project? (ex: Brochures, Catalogs)

5. Where does the client do business? (Counties, States, Regions, Mile radius from location)

6. What are 3 or 4 steps your customers can take to do business with you?

7. 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.)

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

9. How important is the site design?

- a. (Bronze) - We need to focus our efforts on quality content so the site ranks well. The Website should be on brand but don't spend a lot of time on design flourishes.
- b. (Silver) - We want the site to look nice and give a good impression, but we don't have a huge budget so keep the design simple enough to build without lots of extra dev work.
- c. (Gold) - We want the "Wow Factor" on this site. We need to spend time making a site that looks cutting edge and gives the user an impression of high quality. Use some animations and hover effects to bring some life to the site.