



## Questionnaire For Web/Digital Clients

**Domain Information Contact Page:**

Organization Name for Contact page:

First Name:

Last Name:

Email Address:

Phone Number:

Address:

City:            State:            Zip:

Existing Website URL:

### **Domain Information**

What is your Domain Name:

Where is your Domain Parked? Go daddy etc.? Domain Provider:

Domain Provider Username:

Domain Provider Password:



### Website Elements

1. Contact form: Yes, no, if so, where?
2. Will you need Forms, Documents, PDFs to reside on the Website? Yes, no, if so, where?
3. Rotating Slider Banner: Yes, no, if so, where? (Home Page? )
4. Video Slider are a great way to show of your business or Product ...Yes, no, if so, where?
5. Social Media Icons: Yes, no, if so, where?
6. Facebook widget/Like Box: Yes, no, if so, where?
7. Twitter Feed: Yes, no, if so, where?
8. YouTube / Video Page? Yes / No, if so, where?
9. Social Media Share Buttons: Yes /No, if so, where?
10. Email Newsletter Sign Up: Yes / No if so, where?
11. Blog/ Article Section: Yes / No if so, where?
12. Google Analytics: Yes / No? (we strongly recommend this)
13. If you have an old site do you have access to current Google Analytics? What are they?
14. Calendar: Yes, no, if so, where?
15. Photo Gallery: Yes, no, if so, how many? Where?
16. Any Additional Functions you request: List Below



#### Hosting Information

**FTP Hostname:**

**FTP Username:**

**FTP Password:**

**Control Panel URL: Control Panel Username: Control Panel Password:**

#### Search Engine Optimization (SEO) information.

What products/services do you want to be found for?

Do you currently have any analytics or statistics?

List the town, county and state your business resides within.

List the nearest towns that you consider contains prospects for your business.

**Are you interested in ongoing monthly search engine optimization?**

**Keywords/Phrases: (list as many phrases you believe your prospects will type into a search engine like Google when looking for your product or service)**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



**Website Structure:**

Please provide us with a brief company mission statement if applicable:

What is your company/organization's primary function?

Please provide us with a brief description of your services in order of importance:

What is the primary objective for your website? General information, product education, virtual store front, ecommerce, etc.

Who are your target audiences; your demographics? You can go into detail for us:

**Website Priorities:**

**Please rank numerically (1 through 6) the order of importance you place on the following criteria (1=most important, and 6=least important.)**

A website that compliments your existing marketing materials/concept  
Creating a community of dedicated users/visitors

Access and ease of making changes in the future

Dominating a geography in your business sector on search engine results  
Fast deployment (getting it live now is more important than design)

An elegant design with rich media content



**Design Specifications:**

1. Please provide a list of the pages you will need on your website and separate them with commas. We will use this to create the Site Map so include as much detail as possible.
2. Have you seen other sites you like? If so please list, along with what you like about them. Please provide the links.
3. Is there a predominant color scheme you would like to follow? Do you know your RGB scheme?



**Rotating Image Banners: Yes or No**

If having a rotating banner is something that you would like to use to help tell your company's story, please choose yes. If you selected yes, please use the chart below to describe what images and content you would like to have on the banners. Typical sites have 3 to 5 rotating banners.

Slider # Description:

Example: Sunrise Photo

1.)

2.)

3.)

Image for slider sunrise 5 Jpeg

Content/ Tag Line

*Because Your Image is Everything*

Link to Page # Service Page



**Images for Sliders and or Photo galleries:**

- If you are providing us images, please ask Us for the best way to deliver the images... Also please indicate the filename.
- If you would like us to purchase images for you, please click on the Think Stock link <http://www.thinkstockphotos.com> indicate Think Stock Photo ID. # for referencing later.
- If you would prefer for us to find the photos and let you approve them, we will review them with you prior to purchasing them to make sure the photos are to your liking.
- There are also free images on <https://pixabay.com>

**Graphic Design:**

If there are any areas on your new site that you would like to have custom made graphics, please let your US know so they can set up a conference with one of our designers. This way the designer is hearing firsthand what design elements that you may be looking for. Our designers can also help steer you in the good creative direction. Your account executive will also have a better understanding of the amount of Added design time that may be needed and will review cost options within you.



## Content

1. Will you require content from TLP? (Content can be written verbiage, pictures, video, etc.?)
2. Do you have any marketing materials that we should incorporate into your website? (Please provide these materials along with this questionnaire, preferably original artwork files if available):
3. Please provide us with any slogans, mottos, or other important short language that defines your company

**Please list your desired call to actions.** A call to Action is something urging the client to interact. Typically, you choose the three to five most important things you want your visitors to do when they arrive. This may be calling a phone number, hitting a button to visit a page or even filling out a form.

TLP can write custom verbiage for your web pages as well as write articles to post within your site to generate SEO value. Please specify pages and articles you wish to be written. Copy writing services require an additional fee. We will contact you regarding these fees before proceeding.

## Hosting

Are you interested in having TLP provide you options for hosting?

## Emails

Are you interested in having TLP host your emails?

## NOTES: