

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Date: \_\_\_\_\_

Sign: \_\_\_\_\_

## Section 1: Company Information

1. List the following - company/organisation name, address, location, and website name (if available):

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2. What year was the company/organisation founded?

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3. Do you have a company/organisation logo or preferred colors/color palettes/themes? (Attach .png or .jpeg formats)

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4. List primary contact person to facilitate all communications while the project proceeds (name, email, and phone per contact person):

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5. List all of your services/products that you want to be included on the website:

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6. List all nearby cities, towns, or counties within your service area:

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7. What differentiates you from your competition(or rather what is your value proposition)?

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8. What types of advertising do you use or have you used?

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## Section 2: Website Content

1. Do you have a domain name and/or web hosting? (If yes, outline)

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2. What is the main goal of the website? (For example, more phone calls, email leads, sell online, etc.)

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3. List all the functionalities you require on your website:

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4. Do you require a contact form on your website?

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5. List any companies/organizations you are part of/ collaborating with (either parent or child companies/organisations)?

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6. Do you have social media accounts that you want to link? (List the names with the appropriate links - URLs if available)

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7. If you have a website, how many visitors do you receive monthly and what is the main source of traffic?

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8. Do you have any text, photos, and/or testimonials for the website?

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9. Do you have any videos to feature on your website?

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10. How often do you plan to update the website after launch (maintenance)?

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11. Do you have other marketing materials to use as inspiration for the website design?

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12. Do you have 2-3 websites that you like and would want to emulate (List the links - URLs)?

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13. What is your target date for launching the website?

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14. If your ideal customer/audience was searching for you, what would they type into Google or any other search engine? (Please list 5-10 keywords unique to your company/organisation that come to mind)

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