

Contact information

Welcome aboard! I'm very excited to get started and hope you are, too! I'm going to ask you for a few things. Once this is sorted out, there won't be much for you to do other than to review the design I deliver to you. Sound good?

Email address *

andrii@midwestexpd.com

Name *

Andrii Vovk

Business name *

MIDWEST EXPEDITED CO

Business email *

denys@midwestexpd.com

Business address *

350 N ORLEANS ST #9000N CHICAGO, IL 60654

Business phone number

312-536-0407

Business industry: *

TRUCKING

Tell us what your company does: *

EXPEDITED FREIGHT DELIVERY

Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features? *

NO

Do you have an existing site? *



Yes



No



Other:

What is the website URL? *

https://www.yahoo.com/

Please list the websites (URL links) you like? Please explain what exactly you like in there, why?
List 3-5 of them *

-

What do you NOT want on your site in terms of text, content, etc.?

-

Do you have a privacy policy document? *

☐ Yes

☒ No

Do you have a terms of use document? *

☐ Yes

☒ No

Your logo



6648844251231...

Approved sitemap/site pages (e.g. HOME, ABOUT, SERVICES, TESTIMONIALS, CONTACT US) *

Approved

Provide branding guidelines e.g. color scheme, font style, colors. | PLEASE CHOOSE 2-3 COLORS | *



Blue



Green



Yellow



Black



Grey



Purple



White



Red



Orange



USE THE "COLOR" IN THE LOGO



Other:

PLEASE CHOOSE 2-3 FONTS

☐ Montserrat☐ Roboto☒ Arial☐ Lato☐ Segoe UI☐ Opens sans☐ Opens sans Semi-bold 600☐ Other:

Do you have the Pantone/hex number for the colors we should use?

.....

What similar websites do you like and what is it you like about them? *

no sites
.....

Social Media Links: *

no media
.....

DO YOU HAVE WEBSITE CONTENT THAT WE CAN USE?

Please review the Content Planner <https://bit.ly/BFGiTechContentPlanner> duplicate a copy and provide the completed content planner with the website content here.

WEBSITE CONTENT & IMAGES

Please provide google drive or dropbox link (or send access to - info@bfgitech.com)

Please provide google drive or dropbox link here

.....

WHAT FEATURES WILL YOUR WEBSITE NEED?

The more specific design requirements you'll provide, the better understanding and clear picture our team will have about your expectation.

Please provide specific design requirements here

.....

Technical features & requirements *

- ☐ Does the site feature user logins?
- ☐ Is the site e-commerce?
- ☐ News/Blog
- ☒ Social media feeds
- ☐ Discussion Forum
- ☒ Interactive Map
- ☐ Events section
- ☐ Online Bookings
- ☐ Portfolio Section
- ☐ Team Page

Other than standard Google Analytics, do you need to gather any more on-going data from the site? *

no

How regularly will you be updating and adding content? *

monthly

Is there anything else you'd like to tell us?

Upload relevant files

Domain, Hosting, support & maintenance

Any modern hosting setup should be secure, provide regular backups, and most of all provide a website that is fast.

Do you have a registered domain name? (please provide details if YES) *

midwestexpd.com

If you don't have a domain name please provide a couple of name examples that you prefer for your website?

Do you need a website hosting service? *

☒ Yes

☐ No

What else do we need to know (security level, database size, certifications, etc...)

Content Marketing Onboarding

This guide will help give our team the information we need to accurately fulfill this work order. Don't worry, we realize that there may be additional information that you need to provide down the line.

Please Enter Your Website URL (the website that requires new content)

Type of Content & Writing Style

So we have an understanding of the type of content you require for your project, please provide us with as much information as possible.

What is the content for? *

- ☒ Home Page on website
- ☐ About Us/Our Company page on website
- ☐ Services page on website
- ☐ Blog
- ☐ Press Release
- ☐ Other:

What type of writing style would you like us to implement? *

- ☒ EXPOSITORY (When an author writes in an expository style, all they are trying to do is explain a concept, imparting information from themselves to a wider audience.)
- ☒ DESCRIPTIVE (When an author writes in a descriptive style, they are painting a picture in words of a person, place, or thing for their audience.)
- ☒ PERSUASIVE (When an author writes in a persuasive style, they are trying to convince the audience of a position or belief.)
- ☒ NARRATIVE (When an author writes in a narrative style, they are not just trying to impart information, they are trying to construct and communicate a story, complete with characters, conflict, and settings.)
- ☐ Other:

What is the main "keyword(s)" you would like to target with this content? *

expedited delivery, freight delivery, asset based carrier

SERVICE-BASED CONTENT - complete only if applicable if not, just skip this

Articles that will include details of the services your company provides. The information included will revolve around a particular service and include service and industry related facts.

Please list your services below.

- Expedited / hot shot deliveries
 - Team service
 - Lift gate, air ride
 - Debris removal
 - White glove
 - Medical equipment delivery
 - We serve all US states and all provinces in Canada.
 - Flatbed
 - Step deck
 - RGN
 - Dry van
-

What are some keywords you would like covered in your services pages?

.....

Please list the cities, counties, states, and countries you service below.

all states, all Canada provinces

.....

BLOG CONTENT - complete only if applicable if not, just skip this

Articles that cover a wide range of topics including industry-related news, current events, new services and products, advances in technology, DIY guides, company-wide changes and updates, tips and guidelines, as well as any other topics of your choice.

Please list blog topics you would like us to look into.

.....

What are some keywords you would like covered in your blogs?

PRODUCT-BASED CONTENT - complete only if applicable if not, just skip this

Articles that inform readers of the products that your company offers. The information included in the content will revolve around product-related facts, individual product details, and reviews, as well as authentic customer testimonials and industry-related facts.

Please list your products below.

Are there any reference sites where we can see this product listed elsewhere?

ABOUT US CONTENT - complete only if applicable if not, just skip this

Articles that inform your readers about your company and its accomplishments.

What is the name of your company?

What's the name of your founder/president?

When did the business start?

MM DD YYYY

09 / 25 / 2015

Are there any team members you would like to include on your about us page?

.....

Do you have any company awards or important social proof that you would like added?

.....

Online Marketing & SEO

There's nothing worse than investing a lot in your brand new website, but then forgetting that you'll actually need to drive visitors to it. SEO (search engine optimization), pay-per-click, social media & email marketing have never been more powerful, and any new website requires a well thought out and planned online strategy.

Do you need a marketing service? *

☐ Yes

☒ No

What kind of marketing services do you think you need the most? Here is a list of services we provide, please take a look and let us know how can we help you grow your business:

<https://service.bfgitech.com/home>

.....

Other Details

Deadlines, Budget, Additional Info.

Sometimes a timescale might not be of importance – and the project can take as much time as it needs to get right. In other cases, there might be an absolutely vital deadline.

Firstly, we find that many people are uneducated when it comes to digital agency costs. If your budget is a few hundred dollars, we would invite you to visit a DIY website builder like WordPress or Shopify. Remember that you're paying for a service as well as a product. Your brief needs to include guideline budgets so that we could plan how your money can be spent to achieve your goals as efficiently as possible.

What is your budget range for this project!? *

- ☒ \$1500-\$3000
- ☐ \$3000-\$5000
- ☐ \$5000-\$10000
- ☐ Over \$10000

Do you have a Deadline for your website development? If yes, describe the preferred time scopes, please! *

As soon as possible

Any additional information, comments, and suggestions!?

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