



# WEB DESIGN WORKSHEET

SMALL BUSINESS & ORGANIZATION PLANNING AIDE FOR WEB DESIGN

MARKETING GUIDES  OUTFITTERS  (262) 725-4500  SIGNALFIRE.US

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

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

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Do you have an existing website? (Circle One) ..... YES NO

Do you have a website domain chosen? If yes, what is it? \_\_\_\_\_

Do you have your domain registrar  
(company where you bought the domain name) user name and login? ..... YES NO

Do you manage your own DNS? ..... YES NO DON'T KNOW

Do you have email services? If yes, with whom? \_\_\_\_\_

How frequently do you update your website? How? \_\_\_\_\_

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## YOU'RE SAVING TIME RIGHT NOW!

*We strive to make the website development process as easy as possible. In order to give you the most accurate estimate, we ask that you answer these questions as completely and accurately as you can. If you have questions or need additional information, please ask us!*

continue





## SAVE TIME AND MONEY!

*The biggest challenge for quickly developing a website is having content (text) and images ready. By gathering product descriptions, images, and pricing in an electronic format you can speed up the development process. **If you don't have someone who can write, SignalFire can do the writing for you.** If you have questions or need additional information, please ask us!*

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Do you have a specific date the site must be launched by? If yes, when? \_\_\_\_\_

How would you describe your budget (Circle One):

\$3,000 - \$5,000

\$5,000 - \$8,000

\$8,000 - \$12,000

\$12,000 - \$20,000

Over \$20,000

Is the website effectively displaying on phones or tablets important? .....YES NO

Do you have an electronic version of your logo in high resolution? .....YES NO

Do you currently have high resolution images of your product, business, or service? .....YES NO

If no, would you like SignalFire to provide a quote for photography? .....YES NO

Do you currently have text written describing your product, business, or service? .....YES NO

If no, would you like SignalFire to provide a quote for website copywriting? .....YES NO

Do you have accounts on social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and/or Pinterest? .....YES NO

If no, would you like SignalFire to provide a quote for setting up social media accounts? .....YES NO

Do you send an email newsletter or email blast out to customers? .....YES NO

If no, would you like SignalFire to provide a quote for setting up email newsletters or blasts? .....YES NO

Is ranking well with search engines important to your business (Google, Bing, Yahoo!)? .....YES NO

What are some websites you like? Why? (They don't need to be in your industry.)

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What are some websites you don't like? Why?

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What are some of the goals of the website? (Circle all that apply.)

Lead generation	Product sales	Brand awareness	Blog
Event promotion	E-commerce	Donations	Reference

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**TOOLS TO GET MORE WEBSITE TRAFFIC**

*Email blasts and social media can be a great way to showcase your business, highlight services, or promote special events. Signalfire can assist in setting up platforms to visually fit with your new online presence. If you have questions or need additional information, please ask us!*

*continue* 



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## THINGS YOU NEED TO PROVIDE AT THE START OF THE PROJECT

1. Understanding, acknowledging, and approving all terms and conditions (yes, you need to read them all)
2. Some form of upfront payment to start work
3. Website assets (e.g. logo files, image files, content)
4. Existing domain, content management system, and web host login information
5. Existing social media account URLs and usernames
6. Existing email marketing platform login information (MailChimp, Constant Contact, etc.)
7. Existing analytics and webmaster tools account login information
8. Communicating answers to important online marketing strategy questions

## WHAT WILL YOU HAVE WHEN THE PROJECT IS COMPLETE?

SignalFire's goal is to have you be as knowledgeable of your website as we are. From changing content and swapping images to adding pages or sections to the website, our goal is for you to embrace the website as the most powerful marketing tool at your disposal.

However, having this powerful tool is just the beginning. You must **use** this tool for it to be a success.

## WHAT WILL YOU NEED TO DO AFTER THE WEBSITE IS LAUNCHED?

There is a huge misunderstanding about websites. "If you build it, they will come," is completely false. Your website is a tool, and a tool left on the shelf will never be useful. Here are some tips:

**Regularly update your website.** Plan on making updates to your website at least once per month. These can be adding a short news update, an FAQ, or even expanding on a service page.

**Learn to use and understand Google Analytics.** Google's free traffic monitoring platform has more performance tools than a website owner can imagine.

**Share your website with your network.** From professional associations and networking organizations to connections on social media—even your email signature. Share what's great about your website.