



If you are interested in hiring Intrepid Marketing to build your website or design your brand identity, please fill out this form.

It's a long form, but it helps me to uncover the best ways I can create value for you. **You may ignore the sections that are not relevant to your needs.** I will then send you a customized proposal with a quote as soon as possible.

In our preliminary discussions, I would like us to concentrate on the project goals and what will enable excellent results. My objective is not to get as much money out of you as possible, but to provide you with the best value to the best of my ability. I put my best effort in every project I work on and the more I know about your project, the better I can help you become successful.

If your focus is on finding someone who is dedicated to crafting a tailored solution that is effective for your needs, and that is something you're willing to invest in, we will likely be a good fit.

Background Information

Your name *

Tony

Email address *

tonyck@mac.com

Phone or Skype:

516 698 7209

Company name

Classic Details Auto Spa

Nature of business

Auto detailing. Interior and exterior

Website URL (if any)

Where are you located? *

Lake Mary, FL

What type of website do you need? *

- ☒ Simple informational website
- ☐ Membership website
- ☐ eCommerce store set up
- ☐ Customised website solutions (Website development and integrations)
- ☐ Other (please elaborate in the next sections)

Tell me more about your business

What are the main activities of your business? Please describe in detail the services and/or products you offer. *

Auto detailing
hand washing
buffing
polishing
waxing

What is the vision and mission of your business? Why are you in this business? What do you hope to achieve, and how do you plan to get there? Please also write down a brief history of your business if applicable. *

n/a

Please describe your target customer or audience *

Owners of any cars, luxury cars, exotic cars

What are the brands you associate your business with? These will be brands that are similar to your business in terms of consumer perception. They need not be in the same industry. (e.g. My business is the Coca Cola / Pepsi / Apple / Coach / Hermes / BMW / Mercedes of my industry.)

No idea

What is your Unique Selling Proposition (USP)? What differentiates you from your competitors? What do you offer that they don't, and what do you do better than others in your industry? Why would your customers select you over a competitor? Why do they keep coming back to you? *

Quality of work
Craftmanship
Pricing
Customer service

How would you like your customers to describe you? *

n/a

Where do you see your business a year from now? Three years from now?

Add more services - tinting, wrapping

Your Website

First of all, please let me know if you are looking to re-design your website or if we are starting from scratch. Please note that most of the time, re-designing a website involves the same amount of time and work as creating a website from scratch, so a re-design does not necessarily mean a lower cost. I ask this so that I have a better gauge of the content that will go into the website.

Brand new website

Have you already purchased a domain name? ☐ Yes ☒ No

Do you already have a web hosting account? ☐ Yes ☒ No

If you need hosting, please let me know how many visitors to your site you expect to have per month. This allows me to recommend the best hosting solution for you, as the number of visitors to your site will affect server performance. (I do not sell hosting plans so I can give you an objective recommendation)

Please get hosting from Bluehost

Please describe the activities you would like users to perform on your website (e.g. subscribe to newsletter, follow on social media, share articles, download resources, purchase merchandise, contribute comments, etc.)

Social media
Informational website
Contact form

What are the major objectives of your website? e.g. to build an online community, generate sales, create awareness, marketing and advertising, etc.

Just informational, help generate leads. content writing

Please describe your target audience of your website, separated into segments if there are more than one (e.g. general public, businesses, photographers, consumers, etc.) and briefly describe each segment.

Individuals

If you were to search for your business on Google, what words or phrases would you use? Please identify the keywords and phrases in order of importance. We will use them for your website's search engine optimisation (SEO).

Paint corrections
Ceramic coating
Auto detailing

What is the navigation structure like? Please outline the website menu structure, divided into main menu and sub-menu items. Where projects, albums, videos, people profiles and products are involved, please estimate the number of items to be populated for launch.

videos and pictures

How many pages will there be at the time of launch (including blog articles and product pages)? Please give an approximate number if you are not sure.

Home
Services - on one page
Images / Gallery
About
Contact info

5 - 6 pages

What features would you like on your website? Please outline the special features required for the site (e.g. newsletter opt-in box, contact form, interactive map, blog, photo gallery, ecommerce, search function, calendar, tracking analytics, etc.) Please include reference links where possible.

videos and pictures

Please list some of your competitor's websites and include what you like or dislike about their website.

Will email

Please list some examples of websites or styles that you like. The websites do not necessarily have to be in the same industry or business.

will send

Please provide a short brief on the design direction. What are your preferred colours and look? You may use keywords to describe the site (such as clean, image-heavy, text-heavy, etc.) Please provide image references if possible.

will send

The Nitty-Gritty Details

When is your ideal start date?*

Dec 27, 2019

What is your deadline for this project?

Jan 24, 2020

Do you already have all the content ready? I design around content, so I will need to have all content at least 3 weeks before the launch date or deadline. This helps me to visualise the layout of your website so that I can start designing.



Yes



No

Would you like me to write the content for you? * ☒ Yes ☐ No

Please let me know if you have any other requests or preferences, such as website hosting, domain name purchase, email newsletter design, etc. I am an affiliate partner of Bluehost and can assist in setting up your domain and hosting.

Website
SEO
PPC

Thank you!

Thank you for taking the time to complete all these questions. I look forward to speaking with you soon! :)

How excited are you?!?

So excited!

This form has been made possible by Kaye Lam of www.pixelxcode.com