



Affordable Services
Trusted Results

WEBSITE QUESTIONNAIRE

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COMPANY

Describe your company in 1-2 sentences:

Please list each service and/or all products you offer:

How long have you been in business? _____

How many employees do you have? _____

Describe your target market: _____

Where is your target market located? _____

List any online competitors and their website address: _____

Why do people buy from you instead of your competitors? (*unique value, price, your team, etc.*)



NEW WEBSITE GOALS

What is the primary purpose of your site? (share information, leads, sales) _____

What is the secondary purpose of your site? (share information, leads, sales) _____

Describe any other goals for your website. _____

What actions would you like a user to take when they visit your site (please list in order of importance)?
For example: • *Call you* • *Fill out a contact form* • *Fill out a quote form* • *Sign up for your mailing list* • *Search for information* • *Purchase a product(s)*

Will your new website sell products and accept payments? (If yes, please describe) _____

Will your visitors have an option to login? (If yes, please describe) _____

Are there any additional features or capabilities that you would like for your new site to have?

What elements of your existing site do you like, and what do you not like?

CONTENT

How many pages will your new website be? _____

Will you provide all content or would you like us to provide that service? _____

Do you have someone that can help with content? _____

Do you have ownership of all images for the site, or will you require purchasing stock photography?

Do you have videos you'd like incorporated into the site? _____

Will you publish a blog on the site? _____



DESIGN

Do you have brand guidelines, logo(s), and brand colors to incorporate into the site?

Please provide 3 examples of websites you like, and describe why & what you like about each examples

What are three words that best portray your company's image?

SEO

Have you performed SEO on an older or current version of your existing site? _____

Will you need SEO for this new site? _____

Please provide a few example key phrases you would like to target in search engines. _____



Do you provide a local service to your city? (Local SEO) _____

Do you expect mobile visitors? _____

MOBILE APPS

Do you have any mobile apps to provide your customers? _____

Do you have an Android version and an iOS (Apple) version? _____

Do you have accounts with the Google Play Store and Apple App Store: _____

What names are the apps listed under _____

SOCIAL MEDIA

What social media channels does your company currently use? (Please provide the URLs for each)

What social media sites would your company like to start using in the future?

Is your business listed with Google maps? _____



TECHNICAL

What is your current domain or URL? _____

What platforms are you interested in using or do you have experience with? (WordPress, HTML, etc.)

Where is your current site hosted? _____

Do you have a shared hosting plan or a dedicated server? _____

Do you currently have “cPanel” service? _____

Why do you use your current host? _____

MAINTENANCE

Will you need monthly maintenance and updates after launch? _____

What sections of your site will need regular updating after launch?



Do you use an email marketing service that you'd like integrated? (Mailchimp, Constant Contact, etc.)

PROJECT MANAGEMENT

Who will be the point person for this project, and who will provide approvals? Please provide their contact information.

Please list the person who has final approval on all aspects of this project: _____

What is your ideal timeframe or launch date? _____

Any additional instructions, notes, or comments?

**Upon completion, please email this questionnaire and all necessary attachments to
admin@seotrust.us, with the subject heading, "NEW ACCOUNTS."**

Thank you!

