



WEBSITE INFORMATION FORM

Thank you for your interest in our website design services. Please answer the following questions as completely as you can. If you do not know the answer to some these questions (or if you would prefer to discuss the question with us) we can go over it during our initial consultation meeting.

SECTION 1: General Information

<hr/> Your Name	<hr/> Email Address
<hr/> Phone Number	<hr/> Business Name
<hr/> Type of Business/Industry	<hr/> Existing Website (if applicable)
Do you use/own multiple domain names? If so, what are they?	
If you have an existing website:	
What do you like about it?	What do you dislike about it?
What do you hope to achieve/improve by having a new website made?	
What specific purpose(s) do you want your new website to serve?	
What other goals do you expect to achieve with your new website?	



How to expect prospective clients to find your website online? (select all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Google/Search Engines (organic listings) | <input type="checkbox"/> Links from industry websites/other websites |
| <input type="checkbox"/> Google/Search Engines (ads) | <input type="checkbox"/> Business Cards |
| <input type="checkbox"/> Other Online Ads | <input type="checkbox"/> Offline/Print Ads |
| <input type="checkbox"/> Social Media (your pages/posts) | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Social Media (ads) | |

SEO (Search Engine Optimization)

What are some words/phrases that your customer would use to search for your business online? (separate responses with a comma)

Are you interested in discussing paid search engine marketing options? Yes No

SECTION 2: Site Architecture

All websites have a navigation menu located at the top (or side) listing the most important pages or headings. Typically, a maximum of 8 items are included in this menu. Each menu item can either link directly to a page or reveal a drop-down menu listing additional pages. This is called the **site's architecture**.

If you have an idea about how you would like your website's architecture to look, please sketch it on a separate piece of paper and include it with this form (optional). For example:



SECTION 3: Website Pages

Please list each page you want your new website to have along with a brief description of the page. If the page will be included in the main navigation menu, check the .

PAGE NAME	DESCRIPTION
Example: Home Page	Example: Introduce our company to website visitors and draw their attention to our company's current promotions/best selling services.



Page 1: <input type="checkbox"/> Navigation Menu	Description:
Page 2: <input type="checkbox"/> Navigation Menu	Description:
Page 3: <input type="checkbox"/> Navigation Menu	Description:
Page 4: <input type="checkbox"/> Navigation Menu	Description:
Page 5: <input type="checkbox"/> Navigation Menu	Description:
Page 6: <input type="checkbox"/> Navigation Menu	Description:
Page 7: <input type="checkbox"/> Navigation Menu	Description:



Page 8: <input type="checkbox"/> Navigation Menu	Description:
Page 9: <input type="checkbox"/> Navigation Menu	Description:
Page 10: <input type="checkbox"/> Navigation Menu	Description:

If you require additional pages, please attach a separate piece of paper.

SECTION 4: Website Components

Please indicate if you want any of the following components on your website by checking the appropriate . If you're not sure what these are or if you need them, we can discuss this at our consultation meeting.

<input type="checkbox"/> Blog	<input type="checkbox"/> Contact Form(s)	<input type="checkbox"/> Facebook Pixel
<input type="checkbox"/> Photo Gallery or Slideshow	<input type="checkbox"/> HD Video	<input type="checkbox"/> Links to Social Media Pages
<input type="checkbox"/> Newsletter Subscription Do you currently use a third-party email newsletter service (such as MailChimp?) <input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Downloadable Form(s)	<input type="checkbox"/> Google Analytics

SECTION 5: Competition

Our objective is to build you a website that successfully differentiates your business from your competitors online. Please provide the names and website addresses of 3-4 of your top competitors:

_____	_____
Competitor 1 Name	Website (URL)
What do you like/dislike about their website?	



Competitor 2 Name	Website (URL)
What do you like/dislike about their website?	
Competitor 3 Name	Website (URL)
What do you like/dislike about their website?	
Competitor 4 Name	Website (URL)
What do you like/dislike about their website?	

SECTION 6: Other Websites You Like

Providing us with links to 1-4 websites you like will help us to better understand the type of website you want. Please include a brief description of what you like/dislike about the site.

Company 1	Website (URL)
What do you like/dislike about their website?	
Company 2	Website (URL)
What do you like/dislike about their website?	



Company 3	Website (URL)
What do you like/dislike about their website?	
Company 4	Website (URL)
What do you like/dislike about their website?	

SECTION 7: Site Style & Branding

*If you have a **branding strategy**, please email us a copy for reference.

What are your corporate colours?	
Main Colour	Supporting Colour 1
Supporting Colour 2	Supporting Colour 3
Do you have a logo? <input type="checkbox"/> Yes <input type="checkbox"/> No If you have a logo, please email us a good quality copy of it for reference.	

SECTION 8: Referral Source

How did you hear about us?

<input type="checkbox"/> Search Engine Results	<input type="checkbox"/> Facebook	<input type="checkbox"/> LinkedIn
<input type="checkbox"/> Search Engine Ads	<input type="checkbox"/> Instagram	<input type="checkbox"/> Word-of-Mouth/Referral
<input type="checkbox"/> Online Display Ads	<input type="checkbox"/> Twitter	<input type="checkbox"/> Other:

THANK YOU!