**WEBSITE DISCOVERY WORD DOC**

Name

**ANSWER:**

Company Name

**ANSWER:**

Address

**ANSWER:**

Email Address

**ANSWER:**

Phone

**ANSWER:**

Company Website

**ANSWER:**

Login details for backend of website so we can review site:

Username:

Password:

What specific areas of your current website do you feel are successful?

Why?

**ANSWER:**

What shortcomings do you feel exist with your current website and what would you change on the website today if you could?

**ANSWER:**

Who is hosting your current website?

**ANSWER:**

What is the primary 'action' you would like your targeted user to take when visiting your website? (e.g. search for information, customer payment feature, etc.)

**ANSWER:**

What is the #1 area on your site that you want the customer to click first? Focus on one clear, big benefit.

**ANSWER:**

Which pages on your site are the "money pages"? (Most important pages you want client to interact with) Do these pages give benefits to why someone should do business with you or buy from you?

**ANSWER:**

What are your primary goals for your website? Check all that apply

Increase clicks

Increase return on investment (ROI)

Improve ad position in search engine

Decrease costs

Inform your customers of news and events

Allow customers to pay online for services or goods

Other - please explain below

**ANSWER:**

Please explain other primary goals for your website below:

**ANSWER:**

What part of your business are you looking to grow?

**ANSWER:**

What are the top benefits you offer for clients to do business with you? (Are they clear on your important landing pages incl. home page)

**ANSWER:**

What are the strongest credibility features you offer for clients to trust you? (example: years in business, BBB rankings, etc...)

**ANSWER:**

MAIN NAVIGATION - Please provide a list of the main navigation links for your new website (Home, About, Contact Us, etc.). Please also include any social media links/buttons you will want to appear on your website (facebook, twitter, etc.). Or simply type "same as existing website."

**ANSWER:**

COLORING AND DESIGN - Please describe the preferred coloring and any ideas for the overall image for the website. Are we including any visual elements from your current website?

**ANSWER:**

Please describe your new website wish list. Include functionality, layout and anything you can think of to make the new site everything you want it to be. Are there any custom features you would like on your new website? Please provide details and examples if possible.

**ANSWER:**

Who are the primary contacts from within your organization that will be authorized to give final approvals? Please list names, titles, email addresses, and phone numbers of all individuals with approval authority?

**ANSWER:**

Please list any websites that you particularly like here as design references. Cut and paste URLs so we can review each online.

**ANSWER:**

Please list your competitors websites. Cut and paste URLs so we can review each online.

**ANSWER:**

If estimate is approved - how soon would you like to get started?

**ANSWER:**

What is the ideal launch date for the new website?

**ANSWER:**

Are you interested in our digital marketing services? Check all that apply...

Expert Search Engine Optimization Packages

Strategic Pay-Per-Click Google Ad Campaign Packages

Social Media Management Packages

**ANSWER:**

Also - please list the top 10 keywords/phrases you want to rank on page one of Google for, in this area.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Lastly - please list the 8 top regions you want to market to.

1.

2.

3.

4.

5.

6.

7.

8.

Are you interested in Photography or Video at your location?

Describe need:

**ANSWER:**

Any other comments or special needs please list here:

Example – are you working with a specific CRM?

Please provide all details.

**ANSWER:**