

New Client Survey

The better we know you, the better we can serve you

Thank you for being interested in a new website. Please fill out the following new client questionnaire so that we can learn more about you, your business, and what you have in mind for a website.



New Client Questionnaire

1. How did you hear about us?

2. What services are you looking for? Choose all that apply...

- | | |
|--|---|
| <input checked="" type="checkbox"/> Adaptive Web Design (\$195 / page) | <input checked="" type="checkbox"/> Web Maintenance (\$60 / hour) |
| <input type="checkbox"/> On going search engine optimization (outsourced) | <input type="checkbox"/> Local SEM (Google maps, local directories, etc.) |
| <input type="checkbox"/> Social Media Profiles (FB, Twitter, G+, Blog, etc.,) | <input type="checkbox"/> Social Media Maintenance |
| <input type="checkbox"/> Pay Per Click (Google AdWords, etc.) | <input type="checkbox"/> Other (directories, classifieds, etc. (hour fee + 3rd party fee if appl) |
| <input type="checkbox"/> Monthly reports: SEO, SEM, PPC, Analytics, site performance, site up time | |

3. Please tell us more about you and your company...

Name

Company

Address

Phone / Email

Industry

Purpose of site

4. Please describe your company in a short paragraph. Please include who you are and what you do. What is your unique selling point (the unique value that you offer and why your client should choose you over your competition). Target Market.

Who you are -
What you do (target market) -
Why choose you (USP) -

5. Domain & Hosting information...

Domain Registrar
Why? Host

Who will maintain the website? ☐ Client ☒ BTWSB Type of site builder? ☐ Web-based ☒ Desktop

We'll need to know your current domain / hosting / FTP account info. If you don't have one, we can set it up for you.

6. What pages would you like for your website? Please choose all that apply...

☒ Home ☒ About ☒ Products / Services / Pricing ☒ Testimonials / Samples of work ☐ FAQ
☐ News / Events / Blog ☐ Links / Resources ☒ Privacy Policy / Terms of Service (included) ☒ Contact
☐ Other / Sub-Pages How many total pages? 5 ▼

7. Please tell us what you are looking for & NOT looking for in terms of design...

Color scheme Personality
Background ☐ Color ☐ Texture ☐ Picture Header / Footer ☐ Stretched ☐ Centered
Home Sider ☐ CTA ☐ Services ☐ Portfolio Navigation ☐ Top ☐ Left ☐ Right

Examples of sites that you like. How similar?

What do you NOT want in terms of the above?

8. What technology would you like to include in your website? Choose all that apply...

☐ Slideshow ☐ Carousel ☐ Other Slider ☐ Audio ☐ Video ☐ E-Commerce ☐ Paypal Shopping Cart
☐ Basic contact form ☐ Custom forms (1 per page) ☐ Site search ☐ Google translate

☐ Google Calendar ☐ Social Media Links ☐ Social Media Feed ☐ Share This ☐ Blog ☐ Chat

9. Final Questions...

What is your budget?	\$975 - 5 Responsive pages @ \$195 per page ▼	<input type="checkbox"/> \$975 rwd package - 5 pages @ \$195 page
		<input type="checkbox"/> \$195 A La Carte
What is your turnaround time? How soon do you need the website?	<input type="checkbox"/> 1 week	<input type="checkbox"/> 1 week - 1 month <input type="checkbox"/> 1 month +
Preferred communication? Email? Phone? Or in person?	<input type="checkbox"/> Email	<input type="checkbox"/> Phone <input type="checkbox"/> In person
Will you be sending us content in terms of text and or pictures?	<input type="checkbox"/> Text	<input type="checkbox"/> Pics <input type="checkbox"/> Neither (subject to charge)
If we notice there is room for improvement in the text content or the search engine optimization of your website, may we communicate this opinion to you and ask permission to make the necessary improvements?		
<input type="checkbox"/> Enter "as is" <input type="checkbox"/> Ask permission <input type="checkbox"/> Beg forgiveness		
Can we provide feedback as to the design & content choices made and make suggestions as to ways to improve?		<input type="checkbox"/> Yes <input type="checkbox"/> No
10. Do you agree to pay 50% of the total due as a commitment fee (to be invoiced via paypal) and 50% as final approval of the design? Required to show committment to the process.		<input type="checkbox"/> Yes <input type="checkbox"/> No

11. Additional comments... What do you think of our website? What else do you need to know from me? What can I expect from you? etc...

Captcha

P R F 3 H

Send

If query successful, you'll be redirect back home. If not, please hit the back button on your browser, check captcha, & resubmit. [Privacy Policy](#).

Notes on what else you can **expect** from me:

The above form will be used as a starting point to build your site. If need be, we'll call or email for clarification of certain items or additional information that is needed. Once the initial draft is complete, we will email you with a link to where the temporary site resides for pre-approval. We understand it is easier to change what you can see than what you cannot. If the site is not what you imagined, don't panic. Simply let us know what changes need to be made and we'll make the changes - if within reason and our abilities.

Any time spent generating content, looking for copyright-safe stock photography, or long meetings to go over the website may be subject to our hourly rate (\$50) of over-and-above what is generally accepted. Simply understand it is not our goal to charge you as much as possible nor is it our goal to simply give you what you want. Rather it is our goal to go over and above and give you what you deserve - our very best at a rate that is affordable as well as fair to both sides. All that we ask is that you work with us, not against us.

All 3rd party accounts, free or paid, will be signed up for as you the client. Such accounts may include domain registrar, hosting, on-going seo, social media, reputation management, paid advertising, or any others as requested. Contact email will be webmaster@yourwebsite.com or yourcompany@gmail.com and will forward to us. This will also be your Google account info for analytics and webmaster tools. This is so that you remain in control of those accounts. We will of course get permission prior to signing up for any paid accounts. We'll need your credit card anyway to set up hosting in your name. If you already have an account for your domain, we'll need this info so we can set up / optimize hosting and FTP access.

We love it when websites are approved within 2 rounds of revisions and published within 30 days of answering this questionnaire. Upon final approval (hopefully within 30 days of initial contact), the site will be published to the host of your choice (usually within 24 hours after receipt of final payment) under your own account (we will need this account info from you), rendered "live" and then it is ready to market. Additional changes can be made up to 14 days after publish - no extra charge.

Disclaimer:

Please note - final approval rests with you the owner to ensure your new website looks and says what they want it to. As business owner, you the client are responsible for final say on all content of the website and to ensure it is your own for authorized use. Be advised, any change in website structure may result in a change of rank for the website - higher or lower. We are not responsible for any change in rank and subsequent loss of business due to this change. It will take time (up to a year) for true ranking to be reflected accurately. With that being said, we will do all it can to get the site ranked as soon as possible. In addition to on-page seo, additional on-going seo is available to help your site rank quickly. We look forward to connecting the pieces of your online presence.

Thank you for your inquiry and the opportunity to design and build your online presence. We'll contact you with any questions, concerns, and of course status updates on how the design is going.

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