



## Website Questionnaire

The process of building a website is much like that of building a house. Being very clear on the specifications and how you want it built before we start are critical in ensuring your website turns out awesome!

Once we start designing and developing your site, it can be time consuming to change directions or add elements, so that's why we ensure we are on the same page from the very start. Please ensure that this questionnaire is approved by the final decision maker within your organization who will have the final approval of the website, even if that person is yourself.

We are very thorough to ensure you receive the absolute best website we can produce for you in a timely manner. Please be sure to answer as many questions as you can.

Don't stress if there is not an easy answer; we can be reached by email or telephone and would happily lend a hand.

Thank you,  
-The "Simple" Team



## List of Features

The features on the next page are included in your website package, but are optional. Please check off which are desired and if applicable indicate on what page of the new website you would like them. When asked “where?” below, we are asking which page you would like the feature on.

***Note:** The features and pages listed on the next page are included in the package price, but if not requested in this questionnaire, an email or fax before the start of production they would be considered add-ons and billed for accordingly.*

**See next page for list of features.**

**Rotating Image Banner**

If yes, where? \_\_\_\_\_ *(we strongly recommend the homepage)*

**Contact Form**

If yes, where? \_\_\_\_\_ *(we strongly recommend the homepage)*

**Call to Actions**

If yes, where? \_\_\_\_\_ *(please specify in call to action section)*

**Social Media Icons**

If yes, where? \_\_\_\_\_ *(we recommend the homepage or all pages)*

**Facebook Like Box**

If yes, where? \_\_\_\_\_ *(ie: homepage, sidebar, blog, footer)*

**Facebook Like Button**

If yes, where? \_\_\_\_\_ *(ie: homepage, sidebar, blog, footer, header)*

**Twitter Feed**

If yes, where? \_\_\_\_\_ *(ie: homepage, sidebar, blog, footer)*

**YouTube Video(s)**

If yes, where? \_\_\_\_\_ *(please attach document or send email with details)*

**Share Buttons**

If yes, where? \_\_\_\_\_ *(we recommend the homepage and/or the blog posts)*

**Email Newsletter Signup Form**

If yes, where? \_\_\_\_\_ *(ie: homepage, sidebar, blog, footer, header)*

**Pricing/Package Table**

If yes, let us know more about your pricing/packages \_\_\_\_\_

**Blog/Article Section**

This feature is added to its own page.

**Google Analytics**

*(Tracking and analytics for your website is highly recommended)*

**Calendar**

This feature is added to its own page.

**Photo Gallery**

This feature is added to its own page.

**SEO Plugin**

*(an SEO plugin is highly recommended)*

**Freebie Lead Generation System**

*(This functionality allows the creation and insertion of giveaway forms on any page)*

**Fixed Footer**

*(this is placed at the bottom of every page)*

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## Your Information

**Organization Name:**

**First Name:**

**Last Name:**

**Email Address:**

**Phone Number:**

**Street Address:**

**City:**

**State:**

**Zip:**

**Existing Website URL:**



## Additional Project Information

**What domain do you wish to  
use for your new website?**

**What are your deadlines for  
this project?**



## Domain Information (Only if RPS is NOT providing a domain name)

**Domain Name:**

**Domain Provider:**

**Domain Provider Username:**

**Domain Provider Password:**



## Hosting Information (Only if RPS is NOT providing a hosting)

**FTP Hostname:**

**FTP Username:**

**FTP Password:**

**Control Panel URL:**

**Control Panel Username:**

**Control Panel Password:**



## Other Login Information (ex. Flickr, Constant Contact, MailChimp, , etc)

*Please provide any other  
logins that may be needed  
for this project:*



## Basic SEO Information

Our Small Business Website Package includes an SEO plugin and basic SEO optimization to get you started. These questions will assist us in developing a website that will be ready for further optimization as well as to allow us to advise the client regarding their SEO. *We advise all clients looking for a solid online web presence within the search engines to discuss ongoing SEO services with their project manager.*

**What search engine do you use primarily?**

**What products/services do you want to be found for?**

**Do you currently have any analytics or statistics?**

**List the town, county and state your business resides within.**

**List the nearest towns that you consider contains prospects for your business.**

**Are you interested in ongoing monthly search engine optimization?**

**Keywords/Phrases:**  
*(list the top ten phrases you believe your prospects will type into a search when looking for your product or service)*

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



**Please list the pages you will need on your website and separate them with commas. Please indicate their priority if applicable:**



**Please provide us with a brief company mission statement:**



**Please provide us with a brief description of your services:**



**Do you have any marketing materials that we should incorporate into your website?** (please provide these materials along with this questionnaire, preferably original artwork files if available):



**Please provide us with any slogans, mottos, or other important short language that defines your company:**



**Please provide us with your desired goals for this website**  
**(your expected results and purpose):**



**Who are your target audiences; your demographics?**  
**You can go into detail for us:**



**Please list your desired call to actions. A call to Action is something urging the client to interact.** Typically you choose the three to five most important things you want your visitors to do when they arrive. This may be calling a phone number, hitting a button to visit a page or even filling out a form.



**Please provide us with at least three other websites you like, so we can cater the new website design to your tastes (feel free to also provide websites you do not like):**



**Please share with us your preferred colors to base the website color scheme upon. You may provide artwork indicating these colors if available:**



**If you are hosting with Rock Paper Simple, please list the email addresses you would like us to setup.**

**(example: yourname@yourdomain.com). Remember that the domain name will need to be the domain name you are using for the website. If you are not hosting with Rock Paper Simple, you will need to have your current host set this up for you.**



**Will you require copy writing services from Rock Paper Simple?**

**Rock Paper Simple can write copy for your web pages as well as write articles to post within your site to increase content value as well as potentially generate SEO value. Please specify pages and articles you wish to be written. Copy writing services require an additional fee. We will contact you regarding these fees before proceeding.**



**Please indicate your Rotating Image Banner slides in the table located on the next page:**

If you have elected to have a “Rotating Image Banner”, please fill out the following table. For each slide please indicate the image you would like us to use, the caption you would like added to the image, and the link you would like the user to goto if they click on the slide.

**You may choose an image one of three ways:**

- If you are providing the image to us, please indicate the filename.
- If you would like us to purchase an image you have found on iStock or Shutterstock please indicate the iStock or Shutterstock photo ID.
- If you would like us to find a photo for you, please indicate the type of photo you are looking for and we will purchase it for you.

If your slides require graphic design work such as adding a caption, message, gradients or other customizations this may require additional customization time and additional fees. If you have any questions regarding this, please ask your project manager. In some cases, your theme may include captions without graphic design. Please discuss this with your project manager.

We have included five slots for your slides on the next page. If you need more, simply indicate this and include an additional page. The typical site has about 3 to 5 slides.

**Additional Notes and Suggestions:**

*Suggestion: The caption and link on each slide is optional, however recommended.*

*Suggestion: It is recommended that the links on your slides link to other pages within your website.*

*Suggestion: Always try to keep your slide caption messages to a minimum, The slider is moving between slides and users only have a 3-6 seconds to read the slide depending on the settings for your website.*

*Note: If your information for a slide will not fit into the slots provided below, please put this information in a separate document and simply enter the filename of that document in the slot.*

*Note: We included purchasing a limited amount of stock photography images in each of our packages from either iStock or Shutterstock. Note that these do not include Vetta or other specialty photos.*

## Rotating Image Banner Slides

Slide Order	Image	Caption Message	Link
<i>Example 1</i>	<i>Businessman.jpg</i>	<i>"Trusted by Brevard for 25 years"</i>	<i>Link to the "About Us" page.</i>
<b>Slide 1</b>			
<b>Slide 2</b>			
<b>Slide 3</b>			
<b>Slide 4</b>			
<b>Slide 5</b>			

## Other Important Resources We Need to Get Started

1. Please provide all images and initial copy (word or similar format) possible at this time. Be sure to specify clearly which copy or images are intended for which pages. If they are not intended for a specific page but as resources for us to draw on, indicate them as “general resource”.
2. Please provide all artwork versions of your company logo and branding. Vector artwork is preferred. If no suitable version of your logo is available, we provide affordable options to have your logo re-vectored. We also provide logo design services should your company not possess a logo. Ask a representative for more information.
3. If you currently have a website, please provide any available artwork and artwork for the current website that is possible.
4. Please provide any current designs you may have for your brand such as collateral and ads.