

Name

E-Mail

Company

Website

Phone

Please answer the following questions.

1. What are your general or specific website goals?

2. Please explain your product line and what is your "niche" or expertise?

3. What are the products or services you sell?

4. What are your target markets/audiences?

5. Approximately how many products or SKUs will there be?

6. What is the geographic area for your target markets? Regional, National, International, etc?

7. Will you want your site to automatically load products from your ERP system?

8. How many categories to organize products into (if at all)?

9. Will products have drop down options at all (i.e. sizes, colors)?

10. Explain the payment options (account billing vs. credit cards vs. PayPal)

11. Do you already have a merchant account setup for accepting credit cards?

12. Do you want the ability for customers to be able to create an account and log-in to view past orders?

13. What type of shipping options will you offer? (Domestic vs. International)

14. Do you have existing professional product photos of your products or would you like us to help shoot photos?

15. How many photos would you like to show per product (1-6 photos is common)?

16. Do you want a Content Management System (CMS) for the ability to add/delete/change products on the website? Or have us handle this?

17. If you have an existing website, how are you currently driving traffic to your site?

18. Do you have dealers, distributors, affiliates or wholesalers that have different pricing schedules?

19. Please estimate how many standard pages will the new site need to have?

20. Do you want video on your site (If so, do you have existing video or need new)?

21. Do you need an updatable area for product specials and sales?

22. Do you need an e-mail list signup area?

23. Do you need a press release/news area?

24. Please list any direct competitors.

25. Will you be providing content (page copy & photos) or would you like us to collect the existing content?

26. Please indicate which Web Marketing Components you would like to be quoted.

- |  |  |
|--|--|
| <input type="checkbox"/> Email marketing campaign                    | <input type="checkbox"/> Google Pay-Per-Click Advertising          |
| <input type="checkbox"/> Social Media Website Marketing & Management | <input type="checkbox"/> On-going Website Maintenance and Security |
| <input type="checkbox"/> Enhanced Search Engine Optimization Program | <input type="checkbox"/> Corporate Video for Website/YouTube       |
| <input type="checkbox"/> Local Search Listing Optimization           |  |

Thank you for filling out this form as completely as possible!