

Below are questions I will need answered that will help us both to focus on what you need/want in a website.

Please review the whole thing and take notes so you can be prepared when we schedule a phone call to talk. If you prefer, you may download and print the pdf version, and write your notes on that.

If you don't know the answer, or don't know what the question is talking about, write "???" in the answer space. If you have a question to ask before you can answer my question, write your question in the answer space provided. If it's too involved to do this, write "talk" for 'let's talk about this on the phone'.



Basic Information

Your name >

Your business name >

Is your business a proprietor, LLC, Corp.?

Best contact phone# >

Best contact email address >

How did you hear about KMS?

What is your budget for setting up this project?

What is your deadline (if any)?

Website Specific

Is this a new website > Yes or No (meaning no site exists yet)

If you have already registered a URL (domain name) for your site, what is it? www.

Do you have an SSL certificate?

Domain Registrar company name, user name and password:

If not, what do you want your domain name/URL to be? www.

If you've set up hosting, whether a site has been created or not, who is the hosting company?

What is the hosting user name and password?

If hosting is not set up, do you need me to help with this?

You may or may not know all or any, of the following at this point - just answer what you can.

Do you have a logo? (please attach an image file to your reply message)

(do you have multiple formats for the logo?) Logos aren't required, many websites use simple text (in a special font) as "logos" now.

Are there any particular colors or styles you would want used (for your website)?

Do you have biz cards or any other promotional pieces you are trying to match? (or are you open to ideas for branding?)

Do you want to collect email addresses from your site for marketing purposes? (newsletter, emails) Yes or No

Have you set up an email marketing account anywhere? If yes, with who?

Email Marketing user name and password:

Are there any other Call-to-Actions you'd like to set up?

Do you think you'll want to be able to make your own changes to the website as time goes on? (i.e. add a page, change text, add images, modify widgets)

Ideally, images and graphics need to be supplied by you. Do you have some you want to use? How many?

Some images may need to be cropped or prepped, an excessive number of images may induce additional charges-all websites need a handful of images at the very least.

If you are at a loss, I have some very basic stuff that is free and royalty free. If you don't like them, additional charges will accrue to purchase them.

Do you have any videos you want to use? How many? How long are they? Where are they stored right now?

Are there any audio files that need to be uploaded and setup? How many, how long, where stored?

What email addresses need to be set up for your new site? (if hosting compatible)

Content-Specific Questions

What pages do you see being created for your site? (basic is Home, About, Contact)

What other pages will you need/want?

Have you begun to write content for them? (the text for the pages)

What footer or sidebar items do you want to include?

Do you have a Facebook page? LinkedIn? Twitter? YouTube channel? Other? I highly recommend adding business social media to your site.

(list all social media items you want included on the site)

Do you want a facebook biz page (or other social media) created for you?

Do you want to set up a blog? (don't say no until you understand what it can for you, depending on your industry)

Use the space below to jot down ideas of what should be included on some of your website pages

More about your website

Ideally you should write your biography, as it pertains to how you want to portray yourself on your website. Please type and email to me.

Your site will include my standard plugins to run the site. Do you have others you know of, and would like set up?

Have you come across any websites you particularly like? Enter the domains below, and tell me what you like about them.

Will your website need a map? To what address?

Will your website need photo galleries? How many galleries? About how many images per gallery? About what?

Would it be appropriate to include a Weather box?

Selling

Will you be selling anything on the site? What? Tangible items? Intangible? Both?

Do you have pricing set up and typed on paper? Product numbers or skus, or descriptions? Images?

What payment methods will you accept?

Do you have a merchant account for credit cards? Or what will you use?

Anything else that I haven't covered?