

Website Design Questions

WEBSITE GOALS & STYLE

- a)** Is there a particular style or design you have in mind for your new website? Please include links to websites you like and explain what you like. And if you have a list of your top competitor's sites, include those too.
- b)** What is your single most important message to communicate?
- c)** How can your new website help achieve your marketing objectives?

TARGET AUDIENCE AND ACTION

- a)** Describe your target audience for the new website. Are they online savvy? Where do they live? Mostly male or female? What do people currently think or know about your business?
- b)** What do you want people to be able to do as a result of your new website? Email to inquire? Sign up for your e-newsletter? Call for more info? Follow you on Facebook & Twitter?

WEBSITE CONTENT

- a)** Do you have an established logo design / brand identity? Or would you like to "refresh" or change your logo?
- b)** Are there particular types of graphics that you want to see on your site? (i.e. people, landscapes, medical, etc.)
- c)** Do you have an existing color scheme that we need to use? If so, what are your primary and secondary colors for the new site. If you are open on colors, let me know and we will give you different options for consideration. If you are looking for colors to explore for your redesign, please let me know.
- d)** Are you currently writing content for each page or has the content been finalized? Please send an outline of your navigation if this is ready.
- e)** Did you want to collect payments online?

SEO | SOCIAL MEDIA | EMAIL MARKETING

- a)** What keywords and phrases do you want to target via the search engines?
- b)** Are you targeting specific geographical areas?
- c)** Will you need help maintaining your website and/or optimizing your site for search engines?
- d)** Do you need help setting up and/or maintaining your social media accounts?
- e)** Do you need help creating and sending monthly or quarterly email marketing messages? If so, do you currently utilize a particular software? How many names are on your distribution list? How often would you like to send out messages?

Questions?

Feel free to email me at Taa@720MEDIA.com or give me a call at **(719) 634-7021 x103**.

Thanks!