

# small.web.solutions

making the web affordable for small business

## Small Web Solutions, LLC

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This interview form can be filled out electronically.  
Enter your information, save and then  
email to Small Web Solutions at:

[contact@smallwebsolutions.com](mailto:contact@smallwebsolutions.com)

Alternatively, you can mail the printed form to:

**Small Web Solutions**  
2658 Blarney Stone Drive  
Valparaiso, IN 46385

## Website Design Interview

Date: \_\_\_\_\_ Domain: \_\_\_\_\_  New  Existing

Business/Organization (Legal Name): \_\_\_\_\_

Design contact person: \_\_\_\_\_ Title/Position: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Office Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Fax: ( \_\_\_\_\_ ) \_\_\_\_\_

Home: ( \_\_\_\_\_ ) \_\_\_\_\_ Pager/Mobile: ( \_\_\_\_\_ ) \_\_\_\_\_

Email address: \_\_\_\_\_ Referred by: \_\_\_\_\_

Project Budget: \_\_\_\_\_ Desired Completion Date: \_\_\_\_\_

### DEFINING YOUR TARGET MARKET

Who is the primary target market of your website? This affects the overall design, text content and promotion of your website. *You may list more than one definition in each category.*

**Individuals:** Age Group \_\_\_\_\_ Gender \_\_\_\_\_ Income Range \_\_\_\_\_

**Industries:** \_\_\_\_\_

**Businesses:** Size \_\_\_\_\_ Geographic Location \_\_\_\_\_

### DESIGN & THEME

#### STYLE

Describe the style you want your website to reflect. (Check all that apply.)

- Professional
- Conservative
- Classy
- Cutting Edge
- Fun
- Artistic
- Other: \_\_\_\_\_

#### LOGO

Does your company have an official logo?  Yes  No

If yes, can you provide your logo to us in an electronic format?  Yes  No

#### COLOR

Does your company have official colors?  Yes  No

If yes, please list them here:

\_\_\_\_\_

If no, please list colors you would like to utilize:

\_\_\_\_\_

List colors you do NOT want to utilize:

\_\_\_\_\_

**List names and website addresses of your direct competitors:**

Name: \_\_\_\_\_ URL: \_\_\_\_\_

Name: \_\_\_\_\_ URL: \_\_\_\_\_

Name: \_\_\_\_\_ URL: \_\_\_\_\_

**List any websites (whether related to your industry or not) that you particularly like:**

Name: \_\_\_\_\_ URL: \_\_\_\_\_

Reasons you like this website: \_\_\_\_\_

Name: \_\_\_\_\_ URL: \_\_\_\_\_

Reasons you like this website: \_\_\_\_\_

**List the reasons why you want a website. If more than one item applies, NUMBER in order of importance:**

- |  |  |
|--|--|
| <input type="checkbox"/> Establish a web presence                          | <input type="checkbox"/> Build retail or business traffic                    |
| <input type="checkbox"/> Increase positive company/brand awareness         | <input type="checkbox"/> Internal communications                             |
| <input type="checkbox"/> Increase product/services awareness               | <input type="checkbox"/> Knowledge sharing                                   |
| <input type="checkbox"/> Generate requests for information                 | <input type="checkbox"/> Offer service or support                            |
| <input type="checkbox"/> Generate direct product sales online (e-commerce) | <input type="checkbox"/> Support existing marketing efforts                  |
| <input type="checkbox"/> Reduce existing advertising costs                 | <input type="checkbox"/> Provide information regarding new products/services |
| <input type="checkbox"/> Develop a list of prospects/leads                 | <input type="checkbox"/> Survey customers/prospects                          |

**WEBSITE META TAGS**

Meta tags are hidden in the HTML code of your site. Search engines use these tags to list and index your website.

**META KEYWORDS** – Please list key words or phrases that people are likely to search when trying to locate your website using a search engine. (i.e., lawyers, legal, legal services, wills, personal injury, trusts, etc.)

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**META DESCRIPTION** – Please give a brief description of your business or organization (about 20-25 words):

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## WEBSITE CONTENT & CONTENT MANAGEMENT

Check the items you want to include in your website:

Map/Directions     Hours of operation – List: \_\_\_\_\_

Professional Memberships & Associations (list name and URL, so that we may retrieve a logo to use on your site)

Name: \_\_\_\_\_ URL: \_\_\_\_\_

Name: \_\_\_\_\_ URL: \_\_\_\_\_

Name: \_\_\_\_\_ URL: \_\_\_\_\_

Would you like the ability to update your own website, including adding pages, images, text, documents, etc.?

Yes     No

If yes, how would you rate your computer skills with regard to word processing software and computers in general?

Novice     Advanced Beginner     Competent     Proficient     Expert

## PAGES & TEXT TO INCLUDE

Text, logos, photos, etc. to be included on your website should be provided in an electronic format, ideally either in an email or attached to an email as a document prepared in a plain text editor, such as Notepad or Wordpad. The information listed is to give you ideas for what to include in your text. A good place to start is with your company brochure or other advertisement.

**Home**

- Company themes or slogans
- Welcome statement
- Introduction of your services/products
- Special sales/limited time offers

**About**

- Mission statement/purpose
- History of business/years in service
- Philosophy of how you do business
- Professional organization associations
- Media coverage

**Contact**

- Business/organization location
- Phone/fax/email
- Hours of services
- Map/directions

**Products/Services**

- List & description of products and/or services
- Rates/prices
- Schedules (workshops, classes, etc.)

**Frequently Asked Questions**

- About your field/business/products
- About your particular business

**Testimonials**

- Endorsements from your customers/clients
- Media reviews/endorsements

**Policies/Customer Service**

- Warranty/guarantee information
- Return policies
- Shipping information
- Privacy policies
- Client/customer tools or helpful links

**Other pages you'd like to include – please describe:**

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## WEBSITE HOSTING

In order for your website to be viewed by the public, it will need to be hosted on a server with access to the Internet. If you desire, we can provide web and email hosting for your website on our secure, dedicated server. Have you contracted with a web hosting company (i.e. GoDaddy, Hostgator, etc.) for your website project yet?     Yes     No