**WEBSITE DISCOVERY FORM**

Name

**ANSWER:**

Company Name

**ANSWER:**

Address

**ANSWER:**

Email Address

**ANSWER:**

Phone

**ANSWER:**

Is this a new website or a makeover of an existing website?

**If existing, please answer the following 4 questions. If new, please skip the following 4 questions.**

**ANSWER:**

What is the URL of your existing site?  
**ANSWER:**

What specific areas of your current website do you feel are successful and why?  
**ANSWER:**

What shortcomings do you feel exist with your current website and what would you change today if you could?  
**ANSWER:**

Who is hosting your current website?  
**ANSWER:**

What will be the URL of the site when completed?  
**ANSWER:**

What is the primary 'action' you would like your targeted user to take when visiting your website? (e.g. search for information, customer payment feature, etc.)

**ANSWER:**

Which pages on your site do you want to be the 'money pages'?  
**ANSWER:**

What are your primary goals for your website? Check all that apply

Increase clicks

Increase return on investment (ROI)

Improve ad position in search engine

Decrease costs

Inform your customers of news and events

Allow customers to pay online for services or goods

Other - please explain below

**ANSWER:**

Please explain other primary goals for your website below:

**ANSWER:**

What part of your business are you looking to grow?

**ANSWER:**

What are the top benefits you offer for clients to do business with you? (Are they clear on your important landing pages incl. home page)

**ANSWER:**

Please provide a list of the main navigation links for your new website   
**ANSWER:**

Please describe the preferred coloring and any ideas for the overall image for the website  
**ANSWER:**

Who are the primary contacts from within your organization that will be authorized to give final approvals? Please list names, titles, email addresses, and phone numbers of all individuals with approval authority?

**ANSWER:**

Please describe your new website wish list. Include functionality, layout and anything you can think of to make the new site everything you want it to be. Are there any custom features you would like on your new website? Please provide details and examples if possible.  
**ANSWER:**

Please list any websites that you particularly like here as design references. Cut and paste URLs so we can review each online.

**ANSWER:**

Please list your competitors websites. Cut and paste URLs so we can review each online.

**ANSWER:**

If estimate is approved - how soon would you like to get started?

**ANSWER:**

What is the ideal launch date for the new website?

**ANSWER:**

Are you interested in our digital marketing services? Check all that apply...

Expert Search Engine Optimization Packages

Strategic Pay-Per-Click Google Ad Campaign Packages

Social Media Management Packages

**ANSWER:**