

Website Questionnaire

1. (a) Describe what your business is, and (b) where it takes place.
2. List all of the services you offer.
3. Who do you provide these services to?
4. What areas of the business do you specialize in?
5. How is your service unique, what makes it special or different?
6. What are the three most important points you want to get across to your customer?
7. What products or services are included in what you offer?
8. (a) How can people contact you and get your services? (b) What does it involve? (c) And what kind of information will they get?
9. (a) What articles, resources and links support your business (describe each briefly)? (b) Do you have a brochure, promotional material, a newsletter or blog you would like to attach?
10. Do you have any testimonials, or can you supply 2-3 clients who would be willing to give testimonials about your services?
11. Please provide (a) the location of your business, (b) hours of operation, and (c) forms of payment accepted (if applicable).
12. Please list any relevant professional organizations, industry groups, etc. to which you belong.
13. How long have you been in business, or worked in your field?
14. Tell us how well you know the community you are serving? (Name the town you were born in or live in if it relates to the area you serve, or how long you've worked in this community.)
15. Do you have any additional community specialties? (For example, speaking a second language, or farming background, or some other knowledge from a previous career.)
16. What is your name (preferred full name or short form) and full address and phone number(s) and (if applicable) fax number and email for your business for customers to contact you?
17. What aspect of your business will require updates, or listings of new products?
18. (a) Describe what these new products will be, and (b) how often customers should look for them.
19. What would you like to offer to people who give you their contact information? (For example: updates, a return/follow-up contact, put them on a mailing list, etc.)
20. What are the industry-specific terms or lingo that potential customers would be looking for or would recognize that apply to your services? List as many of these words as you can think of

-- the more the better for internet search engines. (For example: “listings,” “power of sale,” “closing date,” etc.)

21. Describe how your personality should be reflected in your website. (For example: fun, friendly, professional, family-oriented, modern, stylish, classy, creative, down to earth, relaxed, practical, traditional, etc. – name the main 2-3 traits starting with the most important.)
22. Outline any ideas you have, or any specific features you want included for this site.
23. (a) Who is the main contact for Enovations Designs for this site, and (b) what is their phone number and email?

Thank-you for your information!