

Pre-Interview Questionnaire

Thank you for purchasing our web design package! We are beyond excited to create a professional presence for your business online. In order to get started, please fill out as much information below and e-mail this form to Interviews@yourweblayout.com as soon as possible.

Remember, if you need assistance, call your sales representative with any questions you may have.

Business Information

Your Name:	<input type="text"/>		
Business Name:	<input type="text"/>		
What does your business do?	<input type="text"/>		
Street Address:	<input type="text"/>		
City:	<input type="text"/>	State: <input type="text"/>	Zip: <input type="text"/>
Phone number to be displayed on website:	<input type="text"/>		
Fax number to be displayed on website:	<input type="text"/>		
Email to be displayed on website:	<input type="text"/>		
What industry are you in?	<input type="text"/>		
If Other, please specify industry:	<input type="text"/>		

Website Information

Do you have an existing website? ☐ Yes ☐ No

If so, please provide us a link here:

If you have a new domain name, please provide a link here:

Please explain the purpose, goals and expectations of the website:

Continued on next page

Design Information

Do you have a logo? ☐ Yes ☐ No

If yes, please upload a high resolution format in Basecamp once you have received a login.

What three colors do you wish to use on your website?

Do you have a layout of what you would like your website to look like? ☐ Yes ☐ No

If yes, please upload the layout to Basecamp once you have received a login.

What do you like and dislike about your existing website?

Likes:

Dislikes:

Please provide three examples of website layouts you like and what you like about each:

Website Example Link #1:



Likes:

Dislikes:

Website Example Link #2:

Likes:

Dislikes:

Website Example Link #3:




Likes:

Dislikes:

Website Pages

Please specify what page names you would like to have on your website:

Example: Home, Services, About Us, Contact Us, etc.

1. <div></div>	2. <div></div>	3. <div></div>
4. <div></div>	5. <div></div>	6. <div></div>
7. <div></div>	8. <div></div>	9. <div></div>
10. <div></div>	11. <div></div>	12. <div></div>
13. <div></div>	14. <div></div>	15. <div></div>

Check here if your website will have more than 15 pages: ☐

If you have 15 pages or more, please provide those page names and hierarchy to your designer when requested.

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Website Content

Have you already written the content for your website? ☐ Yes ☐ No ☐ Use content from current site

If yes, please upload them into Basecamp once you have received a login.

What content would you like us to use from your current website? Please be as specific as possible.

If you have specific pages you would like content from, please let us know here.

Do you have original photos of your business for use on the new website?

☐ Yes

☐ No

If so, please upload them into Basecamp once you have received a login.

Will you be including customer testimonials or reviews?

☐ Yes

☐ No

Will you be offering a product or service guarantee?

☐ Yes

☐ No

How many times a month will you need to update your content?

Premium Add-ons

Please select any additional add-ons you would like to add to your package.

Please contact your sales representative if you have questions regarding this section.

Blog Page Setup (\$180)

☐ Yes

☐ No

Website Calendar (\$90)

☐ Yes

☐ No

Forum (\$270)

☐ Yes

☐ No

Dropdown Menu (\$200)

☐ Yes

☐ No

Photo gallery (\$270)

☐ Yes

☐ No

Logo Design (\$549)

☐ Yes

☐ No

Image Rotator (\$200)

☐ Yes

☐ No

Additional Forms (\$75/each)

☐ Yes

☐ No

Membership*

☐ Yes

☐ No

Other Requests

☐ Yes

☐ No

Comments and Details on Other Requests:

*Please consult your interviewer for more information.

Social Media Links

Do you have social media sites you would like to link to your website? If so, please provide links here:

Facebook:

Twitter:

LinkedIn:

Google+:

Youtube:

Vimeo

Flickr

Other:

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Coming Soon Page

Will you be needing a coming soon page? ☐ Yes ☐ No

If yes, please upload your logo and content to Basecamp once you have received a login.

Please Note: There may be additional charges if you are requesting additional items to be added to your coming soon page.

Coming Soon Page Standards:

1. Your Company Logo
2. Basic contact info (email, address, phone number)
3. One Additional Image
4. One Short Paragraph
5. One Background Choice

Search Engine Optimization (SEO)

Do you wish to be added to Google Places? ☐ Yes ☐ No

We will be creating a Google and Google Places account using the address and phone number provided. Please ensure that your business name, address, phone numbers, and email are correct.

What would you type in Google to find your product/service?

If you were your customer, what search phrases would you use to find your site? Please list 1 - 3 phrases that you used.

In three sentences or less, how would you describe your product/service to a customer?

For the following questions, please keep your answer to three words for less.

What product/service are you providing?

Example: car exhaust parts, lead pencils. Please be specific.

What makes your product/service unique?

Tip: What separates your product/service from the competition?

Where is your target market located?

Tip: Name your city or region you are primarily selling to.

Who are you primarily selling to?

Example: teachers, professors, mechanics.

Notes & Other Information

Please feel free to leave any notes or comments below:

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Expectations Between You & Us

Please read the following expectations and check off each box to mark your acknowledgement. If you have any questions, please contact your sales representative for clarification.

We only provide initial setup for Google Places. It is up to you to manage all items related to Google Places. This includes and is not limited to reviews, hours of operation, all content, and location on Google Maps. ☐

We add your website to our proprietary directory to increase link popularity. It is understood that obtaining links on other sites is your responsibility. ☐

We submit your website to Google, Yahoo & Bing. It is understood that websites can take 4-14 months for your keyphrase to appear in search results. ☐

It is understood that we will be optimizing your new website to target one keyphrase. ☐

Our primary job is to build your website. Unless you purchased an eCommerce package, eCommerce, shopping carts, and special programming fall outside of this package and are not included. ☐

The promotion & marketing of your website is your responsibility. We are not responsible for under-performing websites. ☐

Copying text from other websites can and will get you blacklisted on search engines. It is understood that you will not participate in these types of activities. ☐

You understand that you are responsible to provide us with content such as text & images for your website. ☐

If you are including a photo gallery on your website, you understand that the placement of the first 25 images you provide us are free of charge. This includes cropping & scaling the images to proper size. If there are more than 25 images, a fee of \$45 will be charged for each additional 25 images or fraction thereof. ☐

We do not support 3rd party software. If 3rd party software is used on your site, any issues that may occur will not be supported by us. It is your responsibility to contact the original developer to resolve any issues. ☐

If you are dissatisfied or confused during any point of the design process, please let us know as soon as possible through Basecamp or by phone so that we can discuss how to remedy the situation quickly. ☐

Lastly, don't forget to save this form. To submit, please email it to
Interviews@yourweblayout.com