

What should your company's website communicate to visitors?

Name: _____

Phone Contact: _____

Company: _____

1) You intend your website to be...

- A) An extension of your business B) A means of advertising for your business
C) Other _____

2) Do you plan to include time in your schedule to provide regular fresh content for your website?

YES NO

3) What would you say are two of your company's strongest selling points?

(Ex: 'We are the low-price leader' or 'We concentrate heavily on customer service')

A) _____ B) _____

4) What do you want the focus of your website to be?

- A) Attract new business B) Provide information to current customers
C) Both A & B D) Other _____

5) What are some descriptive words or phrases that describe your current brand (or business)?

(Ex: 'High-end' or 'Aggressive')

A) _____ B) _____ C) _____

6) Please provide us with a few websites that you think are similar to what you would want your website to look like...

A) _____ B) _____ C) _____

7) Please enter the website address of any company that your consider to be a direct competitor.

Competitor A) _____ Competitor B) _____

Competitor C) _____ Competitor D) _____

8) If you could 'speak' through your website to a viewer, what would you say?

(Ex: "Hello, have a look at our extremely good service record and customer retention rates!")

Please Fax the Completed Form to: 322-8952

