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Rockwell, for your Business.

Website Questionnaire

GETTING TO KNOW YOU...

1. Sum up your business/organization in a few short sentences.

This is the essence that needs to be immediately obvious when visitors land on your new website.

What are your key values? Have you been doing this a while? What is your company's level of experience in the industry (size, location served, background)?

2. Who are your main competitors? What makes you different from your competition?

GETTING TO KNOW YOUR WEBSITE NEEDS...

3. Besides you, is there one point of contact or what team of people in your organization you'd like us to work with on the website?

This person will need to provide content/decisioning for the new site, provide/guide images and graphics, and be available to work with us throughout the process.

4. If you already have a website, what don't you like or what isn't working for you?

Maybe your site isn't mobile friendly; Perhaps it just hasn't been updated, changed or added to in some time. Maybe it's on a platform you don't like using. Whatever it is, let us know the key factors here:

5. What are you looking for in a new website? Do you know some specific functions you'd like implemented?

Each of these makes your website more custom and less cookie-cutter. Custom graphics? Contact forms? A blog or News section? eCommerce for selling products? Membership login or a Directory of Listing? Recipes? Online calendar?

Do you need an online booking form or utilize a booking system already? Other customizations via additional software and development functions may include: email sign up forms, social media integration, photo galleries, video integration, etc. Let us know what you think you need/want:

6. Domains & Hosting: Do you already own one or more domain names?

If so, what are they and where are they registered?

If you have an existing website, where is it hosted? Do you like the service that company provides?

Who was your previous web designer and developer? What wasn't satisfactory to you? Would you like us to work with them on the new site?

7. Are you building a site to be used for more business to business purposes or business to consumer?

Business to Business Business to Client I need more of a portfolio/services website Engaging Business to Consumer Non-profit Organization website
 I don't know

8. If your site is to be designed for the consumer clientele, do you know who your target audience is? Do you need keyword and consumer research to be done for you prior to the website design?

It's hugely competitive out there, if you want to own your market, expect to input more now for results later. Keyword research and SEO services can be contracted as part of the initial website development and building of content. Having SEO done and integrated now as part of a larger project will show you greater Return On Investment, than opting not to do this.

ANALYTICS

9. After launch, do you want to see regular statistics of how your website is performing?

We can view and compose a report of how your website is being utilized after launch. This report would include things like: keywords used in search, most popular pages, the avg. time a visitor spends on your site, how many people were new vs. how many were returning and demographics. Yes, I'd like you to do that for us! No thanks Maybe

10. We can set up and integrate Google Analytics or another software plugin to generate these stats on your website.

Do you have a gmail account? Would you like us to track it another way?

Quarterly reports can be generated for \$75. A monthly service can be set up to send you an email with an automated and custom report, weekly for about \$25 a month. I would like to receive Quarterly Reports Annual Reports Set me up for weekly

MAINTENANCE

11. Beyond the buildout, a website is like maintaining a house. It takes regular updates, additions and management of the software and content to stay relevant in an ever changing digital world.

Do you have someone in-house that desires/is capable of working with you to maintain the site after we launch? Do you want to consider hiring Rockwell Art & Design to commit to regularly maintaining your website?

12. What's the scope of the project?

Do you have any milestones you'd like to reach along the way? Do you have a desired project timeline or deadline? What is your budget? Is there flexibility in the deadline or budget? Do you have any idea on how many pages we may need to build out on your new website? This can range from 1-40. Please provide your best guess.

OTHER SERVICES

13. Are you also looking for someone to assist you further with marketing/advertising, graphic design, photography, email newsletters or social media management?

If so, let's talk.