

New Client Company Information

Client name _____

Client phone _____ Client email _____

Company name _____

Address(s) _____

Company phone number(s) and fax _____

Hours of operation _____

Company slogan/tagline _____

Business industry/niche _____

Year founded _____

List cities, townships, etc. you conduct business in _____

List product(s)/service(s) _____

Payment Options? _____

What is your most profitable product or service? _____

Describe company/business in 200 words _____

Company goals/mission statement _____

Website URL or desired web address _____

List promotions, sales, coupons, you will run for web customers _____

Current Marketing Information

How are you currently marketing your business/company? _____

Types of marketing/advertising used in past? _____

Amount spent per month on advertising/marketing? _____

What is the value of your average sale/client? _____

How are you currently getting the majority of your business? _____

What is the #1 reason customers come to you? _____

Top 5 keywords someone would use when searching for your business, industry? _____

Who are your Top 5 competitors? _____

What has been your most effective type of marketing in the past? _____

List of publications/advertisements used for paid advertising in past? _____

Approximately how many current customers/clients do you have? _____

Approximately how many customers/clients have ever bought from you? _____

Do you periodically touch base with current or previous customers/clients? How often? _____

What methods do you use to keep in touch with current/former clients/customers? _____

Current Website and Web Marketing Information

What type of online advertising have you used/are currently using (PPC, SEO, banner ads, paid directories, yellowpages.com, etc.)? _____

Are you currently showing up on the local search maps (Google local, Yahoo local, Bing)?
If so, which ones? _____

Are you currently showing up on page one of search engines for organic/natural search terms? What terms? _____

Are you currently utilizing any social media/networking sites? If so, which ones? _____

Are you registered with any online business directories? If so, which ones? _____

What other types of online marketing are you currently using/have used in the past? _____

What traffic techniques do you currently use to drive traffic to your website? _____

What methods are you currently using to track your web marketing results? _____

How many visitors does your website get per month? _____

How many leads/sales do you get per month from your website? _____

How much are you currently spending per month in online advertising? _____

What percentage of your revenue comes from leads generated online? _____

What is your average cost per sale? _____

What is your average profit per sale? _____

On average, how often does a regular customer buy from you? _____

Do you have a blog? If so, how often do you post? What is URL? _____

What aspects of your current website do you want to maintain (content, design, graphics, etc)? _____

New Website Creation Form

List 5 websites you like, preferably in the same area as your business niche/industry:

What is your goal for your new website and/or online marketing services (outdated site, expanded services, different audience)? _____

What are your primary objectives for your website and online marketing efforts? _____

What are your color preferences for your website? _____

What pages/sections do you want your website to have? _____

What content or visual elements from your current website/marketing materials should be utilized (logo, color scheme, branding, navigation, etc.) _____

What is the #1 action you would like your website visitors to take (call, email, fill in form, visit, etc.)? _____

What content do you currently have that could be used to position you and company as experts in your niche market (articles you've written, interviews conducted, press releases, TV/Radio interviews, commercials, etc.)? _____

Do you have current photos of you, business, employees, vehicles, buildings, signs, etc. to be used online? _____

Information for Website Creation & Local Search Marketing

Please attach the following items:

- Staff profiles with pictures
- Logo images
- Pictures of your business/company
- Links to any articles you have written or been featured in
- Audio/Video of you and/or company advertisements

List of Professional/Business organizations you are a member of: _____

Current website login information and password _____

Facebook login _____ Password _____

Twitter login _____ Password _____

LinkedIn login _____ Password _____

YouTube login _____ Password _____

Local business directory logins and passwords _____

Other social media/networking/websites you currently have a profile on?

Login _____ Password _____

Anything else we need to know/forgot to ask? _____
