

Organization's Name: _____

Website Name Desired: _____

Contact's Name:	
Phone Number:	
Email Address:	
Owner Information:	

INSTRUCTIONS:

Print this page and follow the instructions. These steps are necessary to speed up the Website creation process. Read the following questions and jot down notes as to how you would answer the questions. Be as descriptive as possible (as if you were explaining your business to someone who know nothing about it).

STEP 1: Tell Me About Your Business

1. What is the main services / products that you provide (in general)?
2. What is your service area?
3. What makes your company better than your competitors? (are you cheaper, faster, higher quality, years of experience, training / certifications, awards, special process, or offer a value that is different from other companies)
4. Do you have any slogans or selling phrases that you use?

STEP 2: Divide your MAIN services into separate categories. Then answer the following questions for each.
(You may only have 1 main category.)

1. What are the detailed services provided under this category?
2. If you use products in your services, what brand names do you supply?
3. How would you explain to someone who knows nothing about this topic, what is involved with this service / product?
4. Is there any other important information that helps sell this service / product?
5. Provide Pricing Information if you plan to have it on your website

STEP 4: Layout and Design

1. When you picture your website, is there any important features that you would like to have?
2. What is your objective with the website?
3. How would you like the layout to look?
4. What colors would you like to use? (Choose at least 3 - Main color, accent color, and a detailing color)
5. Do you already have a website that we are replacing? If Yes, what is the URL and is there anything on that site you like and want to preserve?
6. Do you have any logos or marketing materials that have your color scheme on it?
7. What graphics and photos would you want on your site?

STEP 3: Contact Information for the Website

1. What is your business address?
2. What are your main phone numbers and fax number?
3. What contact email addresses do you use?

STEP 5: Open a Word Document and Type out your answers using proper sentence structure and grammar.

- I will do editing, but write it as close as possible to what you would like to see on your website.

STEP 6: SAVE your document and attach it in an EMAIL to customerservice@marchanimarketing.com

- Or paste the text in the email itself
- put your FULL COMPANY NAME in the subject line

STEP 7: EMAIL (to the same email address) any LOGOS, PICTURES, or Marketing Materials that may be used in your website

***If you do not have access to Word or email, then follow the steps but mail the paper results to our address on the Contacts Page.