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Rockwell, for your Business.

Website Questionnaire

GETTING TO KNOW YOU...

1. Sum up your business 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 than your competition?

3. If you already have a website, what do you think isn't working for you?

Maybe your site isn't mobile friendly; Perhaps it 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:

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

Custom graphics? Contact forms? A blog or News section? eCommerce? A menu? Do you need an online booking form?

Other possibilities include a blog, website chat, social media integration, photo galleries, video integration, social media integration?

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

Business to Business Business to Client/May act more as a Portfolio of Services website Engaging Business to Consumer I don't know All of the above

6. If your site is to be designed for the consumer client, 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 referred to you and integrated now as part of a larger project to see some real Return On Investment.

ANALYTICS

7. Do you want to see regular statistics of how your website is being used?

This report would include things like: keywords searched, visitors favorite pages, the avg. time a visitor spends on your site, how many people visited your site this month, how many people were new? how many were returning? Yes No Maybe

8. We can set up and integrate Google Analytics or another software plugin to generate these stats for you. Do you want this information delivered to you quarterly? Weekly?

Quarterly reports can be generated for \$65. 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 _____ Set me up for weekly

9. Do you have a one point of contact person that you'd like us to work with on the website?

This person will need to provide content for the site, images, graphics, and be available to work with us through the process when setting up accounts or custom features.

MAINTAIN

10. 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 a tech person on hand that is knowledgeable in website updates? Do you want to look at monthly or regular maintenance work with Rockwell? Do you have someone in-house that desires/is capable of working with you to maintain the site after we launch?

11. What's the scope of the project?

Do you have any milestone you'd like to reach along the way? Do you have a desired deadline? What is your budget? Is there flexibility in the deadline or budget?

OTHER SERVICES

12. Are you also looking for someone to provide creative consulting? Work with you on your marketing, graphic design, photography, advertising, email campaigns or social media management? If so, lets talk.