

Interwebs

Work smarter, not harder.

Client Questionnaire Billboard Package

Communication is the cornerstone of the design process at Interwebs!

As web-entrepreneurs, it's our job to make sure we deliver a product that meets your expectations and needs!

In order to accomplish this, we need your input, so below you will find a series of important questions that will help lead us to the solution that will drive more business your way.

Please take your time filling out each question to the best of your ability, so we can create a design to the best of our abilities.

Your reply will help us gain valuable insight on your company, the business you conduct, and your customers, as well as your taste and personal preferences. Most importantly, your replies will help us formulate the goals your new site will be required to achieve.

Yours Sincerely

The Interwebs Crew



To fill in and save this document, you will need Adobe Acrobat Reader.

Get the latest version here: <http://get.adobe.com/reader/>

Contact Information

Business Name			
Contact Name		Phone No.	
Email			
Postal Address		Suburb/City	
	State	Post Code	

Existing Website

Do you already have a website? Yes No

Web URL

Products and Services

Who are your **target clients**?
Who would you like to get more business from?

What **products and services** do you offer clients? Please list them.
Are some more important than other?

Have you thought of **specialising**?
That is, focus on just ONE or TWO of your key products and services?
The ones that are most **profitable** and you **enjoy** doing the most!

Why do clients want to obtain your particular products and services, **rather than from a competitor**?
What makes your product, service or business unique?

Message

Do you have a **slogan** or **tagline** that describes what service you offer in terms of benefits or features?

What do you think potential customers will **expect to see** on your site, and likely be confused or disappointed if it's not there?

What are the **3-5 keywords** (or phrases) that someone would type into a search engine (i.e. Google) to find your business?

1	
2	
3	
4	
5	

Content Variation

How often will your site content likely need to be **updated**?

What information will likely change the most frequently?

Page Content

Information gathering is the reason why your customers go online, so thoughtful content is a must to have on a good website. Writing can be one of the most time consuming parts when creating a new website, so it is best to plan early!

The **"About Us"** section on a website is a very important part as it gives potential customers quick insight into who you are and what your business is really about, and more importantly, should they buy from you! **Please provide us with information we can use to successfully promote you!**

About Us

- length of time in business
- any registrations/permits
- any business insurances
- work guarantees provided
- special equipment used
- work processes you follow
- general prices you quote
- quote/upfront payment
- delivery/final payment
- etc.

Testimonials

#	Client Name	Company (if applicable)	Client Comment / Statement
1			
2			
3			
4			
5			

Images

- Please supply also your **logo**, should you have one.
- Please supply us any images you have of your **products** or **services**.

NOTE: Please ensure that you have **copyright** over all images provided to us.

Additional Information

Please feel free to add any other important or relevant information about your business that you feel will help **attract more enquiries** and create more demand for your products and services!

For example

- *company brochures*
- *advertising material*
- *yellow pages advertisement*
- *business card*

Next Steps...

Once you have completed this form please **SAVE** and **EMAIL** it back to at: admin@interwebs.net.au

If you have any **ADDITIONAL** or other **MATERIALS** to send us, please **ATTACH** these to your email.

We will evaluate your questionnaire and get back to you as soon as promptly as possible!

Thank-You :o)