

Web Content Worksheet

Client: _____ **Meeting Date:** _____

Meeting Location: _____

Have you ever worked with a digital agency? Yes No

1. Do you currently have a website? (skip to #5 if N/A) Yes No
2. Is Google Analytics installed on your existing website? Yes No
3. Domain/Hosting – Do you have access to the following?
 - a. Domain Registrar: _____
 - b. Hosting Company: _____
 - c. Email Provider: _____
4. Can our agency obtain access to the existing website for migration purposes? Yes No
5. Do you need to research a domain name? Yes No
6. Do you have Google My Business setup for the primary location of your business? Yes No
7. Do you have a social media presence? Yes No
When was your last post? Date of last post: _____
8. What is the purpose and expectations of your website?
 - a. Provide Information
 - b. Sell Products
 - c. Sell Services
 - d. Lead Generation
 - e. Increase SEO Visibility
 - f. All of the Above
9. Describe your ideal customer? Think of age, gender, location, and interests.

10. What do you want visitors to accomplish on your website? What is the conversion?

11. Does your website require any of the following features?

- a. Blog/News page
- b. Email Forms
- c. Newsletter Sign-Up
- d. Enhanced Gallery
- e. Sidebar Navigation
- f. E-Commerce
- g. Other

12. What concerns do you have with your existing website and where would you like to improve?

13. Who are your main competitors? Please provide a list.

14. What sets your company/website/products/services apart from the rest?

15. Do you have existing branding such as a logo, color scheme, graphics, and photography? Yes No

a. How can we obtain these items? Hightail, Dropbox etc.

16. Do you have brand standards or a brand guideline booklet? Please provide specific details. Yes No

17. Do you have existing printed materials that we need to keep consistent? Yes No

18. Can you give us some examples of websites you like? What features stand out to you?

19. Do you plan to incorporate video? Yes No

20. Do you need photography services for the new website? Yes No

21. Do you have databases, software applications, or systems you would like to integrate into the new website? Please describe.

22. Do you have PDF documents or resources you would like added? Yes No

23. How do you plan to market the new website?

- a. SEO
- b. SEM
- c. Social Media

