



Welcome to the JRP

Thanks for choosing us for your website development service. Below is a questionnaire that will help us prepare for your website development project and assist us in putting together an complete web marketing strategy.

Please fill this out as completely as you can. If there are questions that you are unsure how to answer or do not pertain to you or your particular project, don't worry, we can get that info as we need it.

Thanks,

The Joe Rich Project

Your Current Website

What industry(s) do you serve or are associated with:

Do you have an existing website online: Yes / No

What is the URL (Domain Name) of this site: _____

What has this site been successful at doing for you and your company?

Where has this website not met the needs of you and your company?

Do you know where this site is hosted? Y / N If yes, where? _____

Do you use and/or own multiple domain names? What are they?

The Purpose and Goals of your new Website

What is the specific purpose that you want your website to serve?

What other goals do you expect to achieve with your new website?

How do you expect prospective or existing clients to find you online?

- Organic searching on Google (or other search engines)
- Knowing your domain name and typing it in there browser
- Typing in the services you provide on search engines
- Typing in the name(s) of people involved in your business on the search engines
- Seeing a link on an industry website
- Seeing your URL on a business card
- Seeing a URL on a poster or other print media
- Linking from other sites such as suppliers or strategic partners

Your Marketing Mix...

Besides a website, what other marketing tools are you incorporating into your marketing mix?

- | | | |
|-----------------------------------|---|---|
| <input type="checkbox"/> Posters | <input type="checkbox"/> Business Cards | <input type="checkbox"/> Brochures / Rack Cards |
| <input type="checkbox"/> Signage | <input type="checkbox"/> Vehicle Decals | <input type="checkbox"/> Branded Clothing |
| <input type="checkbox"/> Events | <input type="checkbox"/> Facebook | <input type="checkbox"/> Twitter |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Newsletters | Other: _____ |

Search Engine Optimization (SEO)

One of the main questions we get asked is: “How do we get on the first page of Google?” That is an ambitious goal and one that we can help you with. Here are a few questions about your current SEO and your goals with SEO:

How would you rate your current position on search engines such as Google? (10 being the best)

1 2 3 4 5 6 7 8 9 10

If you had to pick only 10 keywords or phrases that you would like to show up for on Google, what would they be:

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Do you currently track the traffic to your site? Y / N

If yes, what software to you use? _____

Can you give us the website addresses of three (3) competitor websites that are currently ranked better than you?

1. _____
2. _____
3. _____

Have you employed any Search Engine Marketers in the past? Y / N

Do you have a Google Place page? Y / N

Do you use any Google AdWords or Pay-per-Click marketing? Y / N

Would you be willing to set aside a small budget for Pay-per-Click marketing? Y / N

Site Architecture

What are the main pages you want your site to have?
(ie: Home | About | Services | Products | Portfolio | Contact)

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

Are there key pages that will be a sub-menu of certain categories? If so, what?

Main page: _____

Sub-Menus: _____

Main page: _____

Sub-Menus: _____

Main page: _____

Sub-Menus: _____

Main page: _____

Sub-Menus: _____

Main page: _____

Sub-Menus: _____

Main page: _____

Sub-Menus: _____

Main page: _____

Sub-Menus: _____

Main page: _____

Sub-Menus: _____

Main page: _____

Sub-Menus: _____

Website Components

Will you be requiring any of the following components for your new website:

- | | | |
|---|---|--|
| <input type="checkbox"/> Blog | <input type="checkbox"/> Photo Gallery | <input type="checkbox"/> Interactive Map |
| <input type="checkbox"/> Contact Forms | <input type="checkbox"/> Registration Forms | <input type="checkbox"/> Video Gallery |
| <input type="checkbox"/> Social Media Integration | <input type="checkbox"/> Newsletter Sign -Up | <input type="checkbox"/> Newsletter Template |
| <input type="checkbox"/> Google Analytics | <input type="checkbox"/> Google Business Page | <input type="checkbox"/> Store / Catalogue |
| <input type="checkbox"/> Other: (Please Specify) | _____ | |

Sites You Like

It helps us get a feel for the type of site you are looking to have built if you can list a few sites that you like and what you like about them. These sites may have nothing to do with your business or industry but will give us an idea of how you experience the web.

Please list a few sites below:

URL: _____

What you like: _____

URL: _____

What you like: _____

URL: _____

What you like: _____

URL: _____

What you like: _____

The Competition

Understanding your competitions online position will help us build a site that is more competitive for you and hopefully make you stand out in the crowd. Could you please list your closest competition below? Include their website addresses and what you think makes their aid or hinder them online.

Company: _____

URL: _____

What is good or bad about their website: _____

Company: _____

URL: _____

What is good or bad about their website: _____

Company: _____

URL: _____

What is good or bad about their website: _____

Company: _____

URL: _____

What is good or bad about their website: _____

Company: _____

URL: _____

What is good or bad about their website: _____

Site Style and Branding

Do you have a branding strategy? Y / N (if yes, we would like a copy emailed to us for reference)

What are your corporate colours? Main: _____

Supporting 1: _____

Supporting 2: _____

Supporting 3: _____

Do you have a logo? Y / N (if yes, we would like a copy emailed to us for reference)

If you have an idea of how you want your homepage to look like? Please sketch it out below:
(Don't worry, you don't have to be an artist! Just a basic pencil drawing will do)

What's next?

Thanks for taking the time to fill out this form. We may have already discussed many of the points above, but going through the exercise of answering these questions can help you to narrow in on what you want your site to be and may also serve as a jumping off point for further brainstorming.

Now, we will go over your answers and put together a web development strategy for you. If we have any questions while we do that, we will be in contact.

We thank you again for trusting us with your business and look forward to working with you!

Todd Avison & John Holman
the joe rich project



Have a look at some of our recent work here: <http://www.thejrp.ca/works>