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| **Question** | **Answer** | **Why We Need It** |
| Person Completing |  | For clarification or additional information. |
| Company Name |  | We need to know ***exactly*** how the company name should appear. |
| Main Phone Number on Website |  | Phone number to be displayed on your website for clients / customers to call. |
| Email Address |  | We will send website form submissions from customer leads to this email address. It should be an email address that is checked frequently. |
| Business Address & Coverage Area |  | Visitors need to quickly tell where you are located. We can either display a full or partial address.  Coverage area: What cities do you serve? How far do you target? |
| Hours of Operation |  | We display your hours next to your phone number. |
| Existing Website URL  -OR-  New Website URL |  | We use your existing website(s) for content, photos, logos, color schemes, etc. (Tell us what you want us to avoid using from the existing website.) |
| Top 3 Most Important Services / Products / Categories |  | We list the top services in the focal points on your website. (Home, Header, About, Footer, Sidebar, Category pages). |
| Color Scheme & Branding Guidelines |  | Colors you prefer on your website, vibe, colors that match your logo. If no preference, we can choose for you. |
| Websites You Like | Designs You Like:  Industry Content / Competitors: | Website designs you like, sites with similar content, industry related websites.  Indicate which is your favorite? |
| Business Voice / Tone | Corporate / Expert / Professional  Business Casual / Friendly  Serious / Powerful / Direct  Blunt / Straight Talk / No Frills  Quirky / Playful / Fun  Calm / Soothing / Soft  Happy / Energetic / Joyful  Masculine / Male Targeted  Feminine / Female Targeted  Teenage / Teen Targeted  Family Friendly / Child Targeted  Other (Please tell us!) | What is the preferred tone of voice that should be used for your business writing and graphics? You can choose more than one. |
| Slogan / Tagline |  | We use slogans where they are appropriate. |
| Year Business Established |  | We use this information to tell customers about your years of experience. |
| Specials & Coupons |  | We display specials in a focal point on the website. This encourages visitors to contact you to receive these special discounts. |
| Memberships & Licenses |  | This helps build credibility for visitors. We may use logos as well. |
| Forms of Payment Accepted |  | How do customers pay you? |
| Social Media Accounts |  | Please add links to any social media accounts you have created for your business (Facebook, Yelp, Twitter, YouTube, Instagram, etc.) |
| All Services & Keywords |  | Choose 10-30 keywords that describe your business and your services. We want to know about ALL services you offer. Brand names, techniques, products, etc.  Select a variety of keywords, we will assume ed, ing, and plural versions of each keyword. |
| Tell Us About Your Business |  | This information may be used on your homepage, or elsewhere on your website.  **Some ideas to get you started:**  Tell us what your business does and what your specialties are.  What services make you the most money?  What uncommon services do you offer?  Do you have a physical location or are you mobile?  What products do you use to provide your services?  What are your specialties?  What sets you apart from the competition?  Do you offer any guarantees or warranties? |
| Additional Information |  | Anything else? What are we missing? Are there any additional instructions you have for your website? |

Submitting Your Images & Files

We need all photos, logos, documents & graphics that you wish to appear on the website submitted in organized folders. We use Dropbox or Google Drive for file sharing. If you do not already have a Dropbox link from us – just ask. If you prefer to use Google Drive, please share your folder with [info@sitesmartmarketing.com](file:///C:\AppData\Local\Documents\Site%20Smart\Documents\AppData\Local\Temp\info@sitesmartmarketing.com). If you have only a handful of images, you can email them directly.

Ask Us A Question

Thank you for choosing Site Smart Marketing, Inc. If you have questions, please contact us at (702) 666-8875 or email [info@sitesmartmarketing.com](file:///C:\AppData\Local\Documents\Site%20Smart\Documents\AppData\Local\Temp\info@sitesmartmarketing.com).