



## **Website Design Online Marketing Questions**

1. Do you currently have a website? If so, is it a WordPress Website?
2. What is the purpose of the “New” website? SEO, get new clients, send to social media websites, build an email list, or to just provide information only?
3. What are your Keywords?
4. Will this be an e-commerce website? Selling products, services or both?
5. Do you already have a logo?
6. Will you need someone to manage, update and host the site?
7. Do you need someone to list the site with Google, Bing and other local listing services?
8. How much content do you already have for the site?
9. Will you be supplying all photos, articles, video and other or will the web company need to create content for you?
10. What are the important sections or pages for the site? About Us, Portfolio, Contact Us, News, Blog any special links or integrations with company software?
11. Do you plan on adding new photos, videos and other content to the site monthly? If so how often?

12. Do you need help setting up a company page for LinkedIn, Facebook, Twitter, Google + or other social media accounts?
13. Will you need help setting up an initial email marketing strategy. This includes an email templates, your first email announcement and the setup of your database.
14. After the initial set up will you need help managing your email marketing efforts. This includes managing the database, designing the email message, uploading images, connecting the email message to the website and reporting on who opened and clicked on the email message.
15. If yes to the above email message question how often would you send out messages?
16. Do you currently have a database of email names?
17. Who currently writes the content? Will you need content written?
18. Will you want the new content and email messages shared on your social media accounts?
19. Will you want monthly reports on website visits, social media engagement and email opens?
20. When do you need the site to be up and running?
21. How important is Search Engine Optimization to your marketing efforts?

22. What is a new client worth to do? One time only, monthly or yearly?
23. How are you getting new clients today?
24. What other marketing platforms are you using to get new clients today?
25. What is your current budget for this website?
26. What is your current monthly on-going marketing budget for this website?
27. What else is important to discuss?

Once the site is built there are three ways to work with your web design company.

1. The first is website design only. This is a basic site to get you up and running with no marketing assistance.
2. The second is the website with the initial set up of social media, email marketing strategy, design and the building of your email database.
3. The third would be everything in option one and two but with ongoing marketing support, marketing execution and strategy design to help you build your brand and grow revenue.