



**About Your Company**

- 1. What is the project timeframe? \_\_\_\_\_
- 2. What is the project's budget (optional)? \_\_\_\_\_
- 3. Who will be MDP's contact? \_\_\_\_\_
- 4. How many employees in your company? \_\_\_\_\_
- 5. Do you have a designated IT person/service? \_\_\_\_\_
- 6. Do you have a Marketing Dept./person? \_\_\_\_\_
- 7. Do you have marketing materials? (flyers - brochures - forms - articles/newsletters - logos - imagery - other) \_\_\_\_\_
- 8. Describe your marketing practices/projects: \_\_\_\_\_

**Website Preparation**

- 9. Do you already have a website? \_\_\_\_\_
- 11. If so, why do you want to change it? \_\_\_\_\_
- 10. If no website, do you at least have a host or domain? \_\_\_\_\_
- 11. What browser do you use? \_\_\_\_\_
- 12. Should the site be built all at once or in stages? \_\_\_\_\_
- 13. Who do you expect will most likely be viewing your site? \_\_\_\_\_
- 14. List your competitors/partners: \_\_\_\_\_
- 15. List websites you like either for design, content, navigation, features, etc.: \_\_\_\_\_
- 16. How will having a new website help your business/what is its purpose? (examples: it's an online brochure – to display portfolio – it's a sales tool – place to access forms, policies, updated information – to attract investors – to sell product – place to advertise – collect donations – other) \_\_\_\_\_
- 17. Would you like MDP to help with writing content, finding imagery or creating graphical design? \_\_\_\_\_



**Building Your Website**

18. What static pages are you considering (examples: home, about, staff, contact, services, products, portfolio, news, blog, pdf forms, promotions, links, testimonials, career opportunities, events calendar, etc.) \_\_\_\_\_

---

---

---

19. What interactive features are you considering (examples: contact or questionnaire forms, login, search feature, ecommerce, donations, etc.) \_\_\_\_\_

---

---

---

20. Do you have any social media accounts that you would like to link to your site? (FB, Twitter, Lin, etc.) \_\_\_\_\_

21. Do you have, or would you like to start a blog account? \_\_\_\_\_

22. Do you have, or would you like to create videos to add to your site? \_\_\_\_\_

23. Do you want animation, custom graphics? \_\_\_\_\_

**Website Maintenance**

24. Will your site need constant updating/if so, in what areas? \_\_\_\_\_

25. Is it important to be able to make content/image changes yourself? (CMS is only recommended for sites that need constant updates) \_\_\_\_\_

26. MDP makes site changes/updates upon request, but would you also like MDP to review your site automatically on a monthly basis? \_\_\_\_\_

27. How do potential clients look for, or find out about your company? (This determines the importance of SEO.) \_\_\_\_\_

---

---

---

28. Give examples of words people may use to search for your website: \_\_\_\_\_

29. Are you interested in email marketing/online newsletter? \_\_\_\_\_ 30. Are you interested in advance SEO techniques? \_\_\_\_\_

31. What should be the most important message viewers remember if they only glanced at your site for 10 seconds? \_\_\_\_\_

---

---

---