



ONLINEDIGS Services Request Questionnaire

Fill out this form digitally and email back to your account manager

1. Tell Us A Bit About Your Company

Company name: _____

Address: _____

Postal code: _____

Phone: _____

Mobile: _____

Email address: _____

What does your company do?

What is your company's Vision Statement? _____

What is your company's Mission Statement? _____

Does your company have a strategic plan? _____

Do you want information about OnlineDigs Vision/Mission Statement development or Strategic Plan development services? _____

2. What Does Your Digital Presence Look Like?

Do you have a URL in mind for your website?

Do you need us to handle hosting? (Y/N)

Do you need us to buy your domain? (Y/N)

Could you give us a ballpark figure for your available budget for this project?

(\$ _____)



Do you belong to any social media networks?

If so, list them here along with your ID name and number of followers:

3. The Next Few Questions Will Help Us Understand Exactly What You're After With This Site. Go Ahead, Check As Many As You Need To:

I Want This Site Because . . .

(Check the appropriate lines)

- I need to build awareness for my brand —
- I need to offer a contact point to my clients —
- I need my company to have a better image online —
- I need to sell my product/service through my site —
- I need to use it to build customer loyalty —
- I need to reach people in many languages —
- I need somewhere to promote my latest product/service —
- I have my own reasons: _____

My Site Will Be Built To Target . . .

- Business customers —
- Consumers —
- Community Activity —

I'd Like To Target Clients Who Are . . .

- | | | | |
|--------------|---|-----------------|---|
| Kids & teens | — | In their 40s | — |
| In their 20s | — | In their 50s | — |
| In their 30s | — | Senior citizens | — |



My Clients Come To Me Because . . .

- I offer excellent service _____
- I have the best products on the market _____
- I have the best prices on the market _____

Do you want to expand your target audience in a certain direction?

More specific features of your customers

4. Some Words About Your Company

Subsidiaries _____

Average number of employees

Someone's searching the web for your business. What words or phrases will they search for in Google?

What is it that makes your products or services unique on the market?

Do you have any proof that your solutions are better than your competitors?

5. Our New Website Would Need To Include:

- A basic HTML site _____
- An HTML5/ CSS3 website _____
- Responsive design for use on tablets & mobiles _____
- A WordPress-based CMS _____
- Online Magazine _____



- Online forum/ blog _____
- Newsletter system _____
- Social network integration _____
- Intranet system _____
- Separate, dedicated landing pages _____
- A redesign of a current website _____
- Additional requirements _____

6. We Want The Following Special Features To Be Included In Our New

Website:

- Registration form _____
- Video streaming _____
- MySQL Database _____
- Search panel _____
- Multicolumn layout _____
- Newsletter/ Email sign up forms _____
- Information/ request forms _____
- Uploads/ downloads _____
- Customer login _____
- Registration _____
- An online store/shopping cart _____
- Online payment gateway _____
- Blog module _____
- Image gallery _____
- Image slider _____
- Other features _____



7. Help us out here - Who will provide the following resources? (Check as appropriate)

	[OnlineDigs]	[Your Company]
Stock photography	___	___
Company photography	___	___
Other Artwork/ Illustrations	___	___
Translation costs	___	___
Copywriting text	___	___
Professional logo	___	___
Graphic design	___	___
Other print collateral	___	___
Metatags/ description	___	___
Font Licenses	___	___

8. Moving On To The Pretty Stuff: Design!

Does your company have a logo / established image & branding guidelines (e.g. fonts, color schemes etc)? [Y/N]

Do you have print materials (such as business cards or brochures) that we need to match? [Y/N]

Could you give us the websites of your top 3 competitors? _____

If you had to pick 3 websites you would love to have, which would they be? ____

9. What will happen once we deliver the site?

Would you like us to update your site or would you like to be responsible for updates?

[We will update] [That's your job!]

How often do you require updates?

Daily ___

Weekly ___

Monthly ___

Quarterly ___



Is there anything else you'd like to tell us?

10. Let's Talk Marketing

Does your company have a Marketing Plan? _____

What marketing platforms are you considering to drive traffic to your site?

Will this site be apart of a sales funnel? _____

Do you have a retargeting marketing campaign in mind to capture those who haven't completed you sales funnel? _____

Do you want OnlineDigs to create either a sales funnel and/or a retargeting campaign for your business? _____

Will you need your social media platforms managed for you? _____

Do you want OnlineDigs to manage your social media platforms for your business?

11. What is the target completion date for this project?

That's all we need for now! Thanks for taking time to fill this in - we'll be in touch with a quotation shortly.