

INTRODUCTION TO BUILDING YOUR WEBSITE

WHAT IS A WEBSITE?

- A **website** is a collection of on-line pages, images, videos or other digital assets that is hosted on one server, accessible via the Internet or cell phone.
- It's a location connected to the Internet, where the information of your business is stored to be displayed in the user's computer, letting them navigate through the World Wide Web.

YOUR WEBSITE

When starting your website project, you will have several questions and we are here to answer them. We ask you to fill out the attached questionnaire, which will help us to know and understand your vision, business and the market you serve, this way we will know what you want to achieve with your new website. For example: Attract new customers, improve your current image or sell products online, etc.

To begin the construction of the website, we need some basic elements such as a logo, menu buttons (Home, About, Contact Services, etc.). Also, the text of each page, photos of your products or business and favorite colors are important.

If you already have the content, we can start right now, if you don't have it, don't worry, we help you to create it.

DEVELOPMENT

All websites need the following items to be able to work:

1. A server (hosting / web space online the Internet)
2. A domain (name of your online business - e.i. www.yourwebsite.com)

If you already have this information, we will need your login + password for these platforms for our designer to make the necessary tests, and for you to see the progress before uploading your page on the Internet. If you don't have it, you can purchase directly at www.godaddy.com or other company selling such services. We can lead you to it, if necessary.

- The process of building the website, takes 4-6 weeks, depending on the speed in which we obtain the content.
- Our recommendation is to work with WordPress or Square! Because, these are systems of easy content management, excellent for small businesses.



**BUILDING YOUR WEBSITE
QUESTIONNAIRE**

Please take your time and answer all questions in this questionnaire. The design and web development is a collaborative process and needs your participation during all stages.

Company Name: _____ Phone #: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Contact name: _____

Phone#: _____ Email: _____

Do you have website? No Yes Address: _____

What is the Domain Name you would like for your website?: _____

Do you have a server (hosting)? No Yes Which? _____

Does anybody else in your company makes decisions? _____

¿When would you like to have your website running? Date: _____

Tell us about your company:

Please give a brief description of your company, what it does or produces.

If you have VISION AND MISSION statements, please include it. (English or Spanish, okay)

Description:

What do you want this website to do for you?

Please mark an X beside what applies to you.

- Explain your products and services
- Attract new customers to your business
- Provide information to their customers on a given topic
- Submit news or events calendar
- Create a blog that addresses specific issues or interests
- Selling a product or products online
- Supporting existing customers
- Electronic Commerce (E-Commerce): Product Class for sale:
- Some kind of membership or "Log in" to your customers?
- Other: _____



CONTENT:

Please indicate with an X the content that you have or want:

Menu bar: (Home, About us, Contact Services, etc...) _____

Do you have written text for each page? : Yes | No

Do you have photos or images of your products or business: Yes | No

Do you have a Logo? Yes | No (If you need logo design, we offer it at a separate cost)

What are your favorite colors for the website: _____

Design

Name 3 website links that you like or if you have some examples for reference:

- Include any page you like and have elements you want.

1. _____

2. _____

3. _____

Current marketing for your business

How do people find out about your business right now?

Television Google Events Magazines Newspaper Yelp Flyers

¿Do you have any social networks that you want to include in the design? (Facebook, Twitter, etc.): Yes No

What are the links: _____

Do you have an email account for your company? Yes No - If yes, _____

Do you have a promotional video that announces your product (s) and / or services? No Yes

If yes, what kind of video: _____ Time: _____

If not, are you interested on one Yes No

Would do you like printed materials? (Business cards, flyers, etc.) Yes No

MAINTENANCE:

Will there be sections that needs regular updating? Which ones? _____

Would you like to do most of the update yourself ? No Yes

IMPORTANT INFORMATION NOTES:

· Once the website is created, you will know how to enter, edit and add text or photos, (or we can assist you with it at a separate monthly charge)

· All sites will be built "mobile friendly," sensitive to work on mobile devices and small screens

Notes / Comments:

!! OUR COMMITMENT IS TO CREATE A WEBSITE FOR YOU TO GROW YOUR BUSINESS!!

This questionnaire was completed by: Customer: _____ on Date: __/__/__ Please complete and submit this questionnaire to info@tangiblemediaworks.com . Thank you!	This questionnaire was provided by: TMW REP: _____ on Date: __/__/__
--	---