



Client Website & SEO Worksheet

This is your chance to tell us what makes you (and your business) tick – to let us know what your goals are and more. Think of this document as a business plan for your website. The more information you can give us, the better we are able to respond to your needs and capture your vision for this project.

Because each member of your team may have a different vision for the project, we recommend completing this worksheet as a group. Otherwise, let us know, and we can send it to any number of stakeholders. We don't want to miss any important opinions.

Please fill it out to the best of your knowledge, and call us at 874-ADVANTA or email us at info@advantadna.com with any questions.

Tell us about you and your company

What is your name? _____

What is your role within the company? _____

What is your phone number? _____ Email address? _____

This next section will be published on the Internet & publicly available.

How do you want your company name to consistently appear on the Internet/your website?
Example: Advanta Advertising or Advanta Advertising, LLC

What is the official physical address of your company?

_____ (Address 1) _____ (Address 2)

_____ (City) _____ (State/Province) _____ (Zip Code/PIN)

_____ (Country)

What is the telephone number you'd like to consistently appear on the Internet/your website?
Example: +01-123-456-7890 or (856) 616-8300

What is the email address the public will use to contact your business?
Example: info@advantadna.com



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What are your standard business hours?

Monday: _____

Saturday: _____

Tuesday: _____

Sunday: _____

Wednesday: _____

Thursday: _____

Check here if all hours M-F are the same.

Example: 8:30am – 5:00pm

Friday: _____

Do you have any special hours, such as summer hours, or additional events to add?

Example: June 1-Aug 31, M-F 10am-6pm; Small Business Saturday, Nov. 26 8am-8pm

Which US holidays/observances is your office closed?

New Year's Day

Independence Day

Thanksgiving Day

Martin Luther King, Jr. Day

Labor Day

Day after Thanksgiving

President's Day

Columbus Day

Christmas Day

Memorial Day

Veteran's Day

Are there any other holidays that your office is closed? Please list the specific holiday(s) and date(s).

Example: Diwali/Deepavali October 19, 2017

Please share any brand/corporate slogans or taglines, and list at least three keywords describing your company.

Example: Building Better Brands, life sciences web design

Has your company or leaders earned any awards or recognition you'd like to add to your website? Please include milestone anniversaries, patents, industry awards, credentials, certifications, etc.

Please list your top three (3) competitors:

Tell us about your current website

What is your company's website homepage URL? _____

Please share the impression of your company's website in the following areas:

	Love It	Like It	Needs Work
Home Page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contact Page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Images	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blog/ Resource Area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Navigation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Do you have any email databases currently? If yes, please provide the login information:

- MailChimp Username: _____ Password: _____
- Constant Contact Username: _____ Password: _____
- Other _____ Username: _____ Password: _____

What is the name and contact information for who currently updates your website?

Name: _____ Email/Phone: _____

What are the logins for your website?

	URL	Username	Password
Hosting	_____	_____	_____
cPanel	_____	_____	_____
WordPress	_____	_____	_____
Other	_____	_____	_____

Tell us about your goals

List any websites you like the visual design of, and please share two (2) reasons (or more!) why:

Website: _____ Reason(s): _____

Website: _____ Reason(s): _____

Website: _____ Reason(s): _____

What two (2) things do you want visitors on your website to do?

Example: request a quote via contact form

1. _____ 2. _____

Tell us about your needs

Is there a specific time the website needs to launch by? Is there a specific reason for this time?

Example: tradeshow, product launch, end of year budget, etc.

What existing social media accounts do you want to link to your website and what are their URLs/ user handles?

- Twitter _____
- Company Facebook Page _____
- Corporate LinkedIn _____
- Instagram _____
- Google My Business/ Email: _____ Password: _____
- Google+

Please note: To make your business listings consistent between the website and your Google My Business listing (important for SEO), we will need access to your claimed Google My Business account. You may either login and add analytics@advantadna.com to the Account Managers list, or share your login, and we will give access to analytics@advantadna.com.

Do you need any other functions or features?

Example: library for press releases & white papers, etc.

eCommerce Websites

Approximately (or exactly!) how many products do you have on your website currently? _____