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 6 Almare Place, 9 Trent Drive, Three Rivers, Vereeniging, 1929

SME Website design & Digital Marketing Strategies Services

Client Requirements Questionnaire

Our main goal is to obtain an intimate understanding of your business and your business requirements. Our quotation will be based on the questionnaire completed.

WDDMS Number:	
First Name	
Last Name	
Email	
Cell	
Address	
Entity Type (a) Sole Proprietor, (b) Partnership, (c) Closed Corporate (d) Private company PTY Ltd, (e) Public Company, (f) Franchise)	
Entity Name	
Date formed / established	
Headcount for your business 1 – 10 11 – 100 101 – 1000 >1000	
Do you currently have a website? If so, what is the address? (If not, leave blank).	
Do you require us to arrange hosting? (Yes / No)	

<p>Please indicate existing Domain or New Domain registration</p>	
<p>Does your business have a logo or corporate colours? (Yes / No)</p> <p>If YES – can you email the logo and corporate colours to us?</p> <p>If NO - Do you require a new business logo? (Yes / No)</p>	
<p>What is the nature of your business in terms of products or service? Please provide a brief description of the services OR products which you have.</p> <p>Tell us more about your business, what differentiates you from competitors.</p>	
<p>What would the main purpose entail regarding your business website?</p> <p>(a) To sell products? (Yes/No)</p> <p>(b) To facilitate customer payments via credit or debit card? (Yes / No)</p> <p>(c) To promote business services? (Yes/No)</p> <p>(d) To allow customers to book for rooms / services with date ranges and pay online (Yes / No)</p> <p>(e) To collect customer email addresses or leads? (Yes/No)</p> <p>(f) To build your business brand and to drive</p>	

<p>customers to your physical business premises? (Yes/No) (g) Other? Please specify</p> <ul style="list-style-type: none"> Based on the above the number of recommended website pages required will be determined 	
<p>What is the desired outcome when a visitor arrives at your website?</p> <p>(a) To leave an email address? Yes/No</p> <p>(b) To make a purchase? Yes/No</p> <p>(c) To phone / email / contact you? Yes/No</p> <p>(d) To fill out a form? Yes/No</p> <p>(e) To ascertain what your business address entails and visit your business? (Yes / No)</p> <p>(f) Other? Please specify</p> <ul style="list-style-type: none"> Based on the above the number of recommended website pages required will be determined 	
<p>Do you have photos for your products or services or business premises? (Yes / No)</p> <p>Would we be able to obtain access to these if a DROPBOX file structure is setup? (Yes / No)</p>	

<p>Does your business have current social media pages? (Yes / No)</p> <p>If YES above – Please indicate which social platforms and what the page details entail. Links to the social media pages would be beneficial.</p> <p>If No – Can we aid you to setup Social Media pages and sync with your business website information?</p> <ul style="list-style-type: none"> (a) Facebook (b) Twitter (c) Linked-In (d) Instagram (e) Pinterest 	
<p>Do you require the following for your business website?</p> <ul style="list-style-type: none"> (a) Blog (Yes / No) (b) Social Media Sharing Icons and links ? (Yes / No) (c) Contact form? Yes/No (d) Email signup form / ability to collect email addresses? Yes/No (e) Ability to sell digital products? Yes/No (f) Ability to sell physical products? Yes/No (g) Other? Please specify 	
<p>Do you have business emails linked to your business domain? (Yes / No)</p> <p>i.e. personabc@business.co.za</p> <p>Do you require the setup and ability to self-administer emails for your business (Yes / No)</p>	

<p>If Yes – Please indicate how many emails addresses required for setup assistance</p> <p>i.e.</p> <p>(a) enquiry@business.co.za</p> <p>(b) sales@business.co.za</p> <p>(d) accounts@business.co.za</p> <p>(e) personabc@business.co.za</p>	
<p>Do you require assistance with drafting a Digital Marketing strategy and advertisement campaigns? (Yes / No)</p> <p>(a) Google</p> <p>(b) Social Media Pages</p> <p>Please indicate what your monthly budget allowances or marketing spend would entail in +- Rand value</p>	
<p>Do you require the assistance with the setup and management of Social Media Tools to assist with your Digital Marketing posts, tracking and measurement? (Yes / No)</p> <p>i.e. Hootsuite, Content Studio</p>	
<p>Website maintenance.</p> <p>(a) Do you require assistance with the maintenance and ongoing updates with your website (Yes / No)?</p> <p>(b) Do you require Training to maintain and update your website yourself?</p>	
<p>Timelines</p>	

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Ideally when would you like the website and associated services (if required) to be completed?	
Additional Comments or Customer Requirements not covered in the questionnaire	