



Content Collection – Web Site Builder

(Feel free to include additional pages as needed.)

Business Name: _____

Phone: _____

Web Site Developer Information:

Name:	Nissa Askew	Phone:	813.446.7304
Address:	Web Developer/Owner 350 Lakewood Dr Ste 302 Brandon, FL 33510	E-mail:	nissa@askewmedia.net

Dear ,

I would like to personally welcome you to Askew Media Web Design. I'm very excited to start the fulfillment process of your Web site, and look forward to working with you. Please don't hesitate to contact me at the numbers above if you have any questions or concerns. Please complete this form E-mail or mail to me at your earliest convenience.

I'm available Monday-Friday 8:00 am - 4:30 pm EST.

Thank you for choosing Askew Media Web Design.

Nissa Askew – Web Developer



Please fill out the form below as much as you can. You are not required to fill out every question, but the more information, the better.

Please type your responses into the pink text areas below the question. Once finished, please email this form and any images, logos, or other files to nissa@askewmedia.net

About Your Business: (PLEASE TYPE RESPONSE IN PINK BOX)

1. Describe your business goal or what you would like for your Web site to communicate. What do you want your customers to learn about your business? When you visit your Web site and view the first page, what impact do you want to present about your business?
2. What separates you from your competition? What keeps people coming back? What do you offer that your competitors don't? What is the most important promise / offer you can make to your customers?
3. What mission statement or slogan would you like us to feature on your Web site?
4. What are your company's main strengths? Examples may include price, selection, unique products / services, hours of operation, customer service or knowledge, management, marketing skills...

5. What are your main products or services? What brands do you carry? If you are an authorized dealer, you may have the right to use information from their Web site. If so, please provide us proof of permission, and details of what you would like us to use. Also, what links, if any, do you want us to put on your Web site to these companies?

6. Please provide details if you want to us to feature any of the following on your Web site.
Free Estimates • Warranties • Special Discounts

7. What geographical / regional area (s) do you service?

8. If you are a member of any professional associations or organizations, and would like us to state that on your Web site, please provide details – including a request to use any specific logos. **The Better Business Bureau requires that you submit to us a copy of your BBB Membership Identification Program (MIP) letter in order for us to display the BBB logo on your Web site.**

Company Operation:

9. Please verify the information below and check next to each item you want published on your Web site.

___ Business Name: _____

___ Telephone:: _____

___ Fax : _____

___ Toll-Free: _____

___ Alternate Phone: _____

___ Address 1: _____

___ Address 2: _____

___ City: _____

___ State: _____

___ E-Mail Address: _____

10. What year was your company established? How many year's experience do you have in the field?

11. What are your days (circle) and hours of operations?

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

12. What credit cards do you accept?

VISA MC Amex Discover

13. Do you have more than one location? If you would like it featured on your Web site, please provide address and other contact information (phone, fax...)

14. What type of clientele do you want / need to attract from your Web site?

15. Would you like to feature testimonials from previous customers on your site? If so, please provide us copies.

Site Design:

16. What colors do you currently use when advertising (business cards, brochures...)? If no current color scheme is used, do you have a color preference or would you rather we use our creative judgment?

17. Do you have a business card, logo, printed brochure or pictures you would like us to put on your Web site? It is always best to showcase the work you do by using your own photographs.

18. Do you have a specific preference for the overall look / feel of your site (Traditional, Modern, Whimsical..)? If not, we will use our creative judgment. Are there links to other sites you've seen and liked that you would like us to review? If so, please be specific as to what you like about them (color, layout, page names...).

Page Specific Questions (Below are some common page names and some information that would be pertinent)

19. **About Us Page**

Provide a brief biography of yourself and staff, including education / training, experience, professional associations, personal interests...

20. **Links Page**

Are there any sites you would like to link to? If so, please list here.

21. **FAQ Page**

What are the commonly asked questions you get from customers, and what are your answers? (You may want to provide this on a separate sheet, or E-mail to me).

22. **Coupon Page**

Would you like to offer a special discount / coupon to visitors of your Web site? Please be specific in regards to offer and any disclaimers you may want.

23. **Request for Information or Survey Page**

This can be a form page that allows your customers to contact you by E-mail. They will provide standard information such as name, address, phone, E-mail, comments and their preferred method of contact. We can customize these forms to suit your needs, so be specific in what you would like to see on this type of page.

Return this form to:

Nissa Askew

Phone: 813.446.7304

Fax: (866) 874-6907

E-Mail: Nissa@askewmedia.net

Ask me how we can make your Website more **dynamic** for a complete, rich Internet presence using the latest creative applications. We now offer products such as:

**Flash Intro Pages • Flash Animated Headers • Audio Files • Video Files
Flash Photo Albums • Custom Logos • Custom Web Sites**

Need a company logo? When it comes to your company's web presence, a custom logo adds credibility to your company. Let Askew Media create a logo for you. Contact me to get started today!

