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# Tilt Website Questionnaire

For us to better understand your requirements and to produce an accurate proposal, we would be grateful if you could fill out this questionnaire and email it back to us.

# Website Questions.



Do you have a current site, if so what is the URL?

What is your target audience - e.g age, gender, location anything specific?

What CMS / Ecommerce platform, if any, is the current site built on?

What is your current traffic per month if known?

What are the main areas you wish to push on the new website and draw users toward?

What are your products and services - what do you do, your products do?

What is the main purpose for having a new website - in which areas does your current site fail / need improvement?

What would you define as your Key Performance Indicators for the new site to determine its success e.g. - New Lead, Product Sales, Downloads, Visitor Increase, Member Increase?

Which Social media channels will you be using at launch of the new site & are you happy to link to these on the new website?

# Website Design.



Which sites do you feel would suit the type of direction that you would like to take the new site - Look and feel - not necessarily the same industry.

Please list the sites you like, and which aspects about them do you like

Which sites do you feel would not suit the type of direction that you would like to take the new site - Look and feel - what should we avoid.

Please list the sites you don't like & which aspects about them we should steer away from.

We build for browsers IE9 and up as well as latest versions of Chrome, Firefox and Safari, as well as iPhone and Android - outside of this do you have any specific browser or devices that you require your new site to be compatible with?

Do you have existing style guidelines to adhere to?

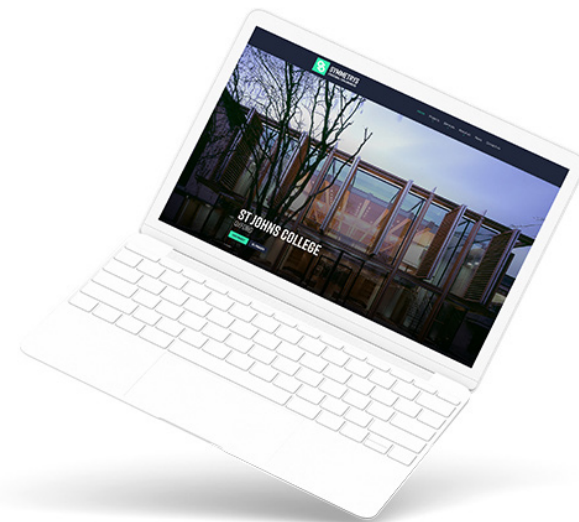
If so please supply these or let us know the details of the brand guardian.

Do you have imagery available we can use, or if you require imagery, would you use stock photography?

Yes      No

Do you require any illustrations to be designed, e.g. for Diagrams?

Yes      No



# Website Functionality.



Over the years we have worked on many different sites and functionality, we have listed below functionality that we have created for other clients that may be of use to you.

Please tick all that apply.

<div>News<div>News Archive</div><div>News Categories</div></div> <div>Blog<div>Blog Archive</div><div>Blog Categories</div><div>Blog User Comments</div><div>Blog Authors with Bios</div></div> <div>Social Feeds, e.g. Twitter / Facebook</div> <div>FAQs</div> <div>Events<div>Events Calendar</div><div>Events Booking</div><div>Events Booking with online payment</div></div> <div>Members Area with restricted content inc Register and Login<div>Members sign in via social channels</div></div> <div>Financial Information e.g. Investor information</div> <div>Animated Infographic</div> <div>Website Search<div>Any specific search if so please give details</div></div>	<div>Social Sharing</div> <div>Multilingual, if so which languages?</div> <div>Be able to show videos on your site</div> <div>Gallery<div>Gallery Categories</div></div> <div>Press Releases</div> <div>Team/Staff Bios<div>Categorised Team/Staff Bios</div></div> <div>Mailchimp / Campaign Monitor Other Newsletter signup</div> <div>Careers Listings<div>Careers with Apply form</div><div>+ CV Upload</div></div> <div>Forum</div>	<div>Online Polls</div> <div>Contact Us information with Form<div>+ Location Map</div><div>Do you have multiple locations?</div></div> <div>Whitepapers<div>Gated Whitepapers, e.g requires details entry and valid email capture</div></div> <div>Company Directory</div> <div>Find my nearest... Location Finder</div> <div>The ability to purchase items on the site</div> <div>Full Ecommerce<div>(if your site is to be ecommerce we will follow this up with a separate ecommerce questionnaire)</div></div> <div>Any other specific functional requirements - please go into as much detail as possible so we can confirm how we will develop this to meet your requirements</div>
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# Website Content.



Do you require any content to be imported from existing databases?

Yes      No

Will you enter your own content once the website is built, or would you require us to do that for you?

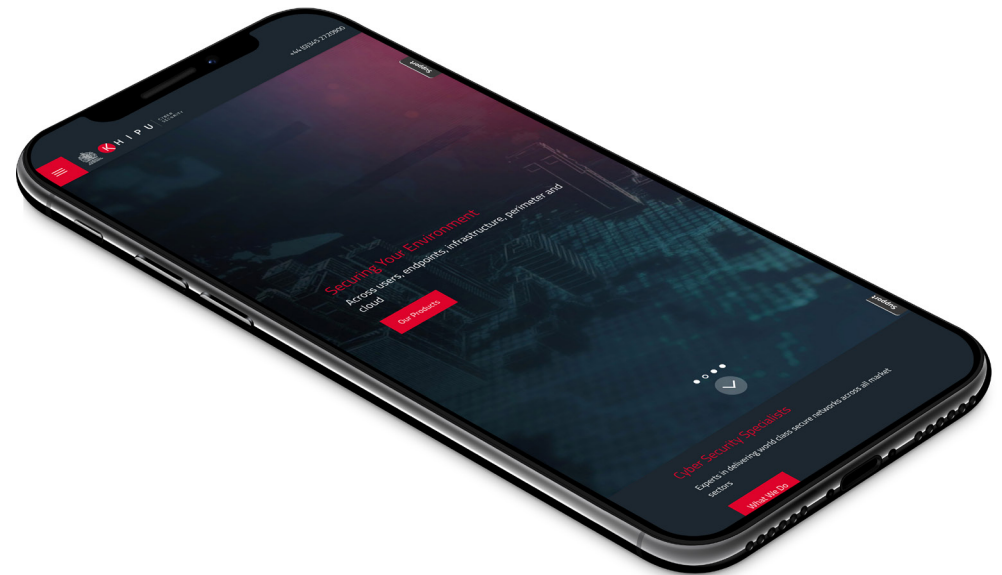
Yes      No, please can Tilt do it.

Does your new site need to integrate with any 3rd parties, please list them below & what you require. This could be anything from CRM systems, Review systems etc.

Does your new site need to generate any feeds of information, please give details

Do you require an image manipulation / enhancement e.g. Removal of backgrounds from Staff Members or products - Enhancement of product screenshots, Mocking up screenshots in devices etc

What Calls to Action would you require on the site - EG Book a Demo, Request a Call Back, Request a Quote etc



# Website SEO / PPC.



Is SEO important to you?

Yes      No

If answer to the above is yes, under which terms would you ideally like to be found?

Do you have an ongoing SEO / PPC Marketing budget?

Yes      No

If answer to the above is yes, how much?



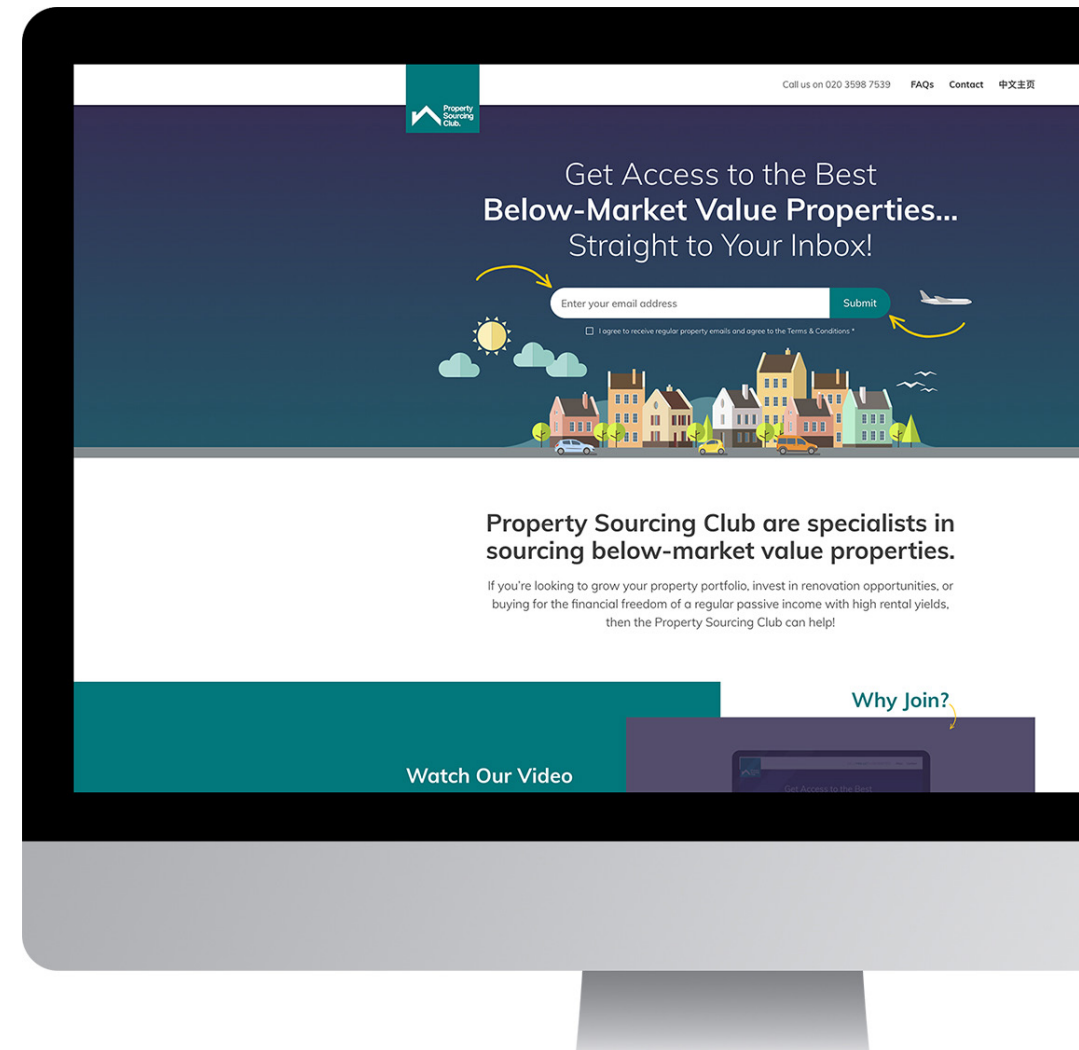
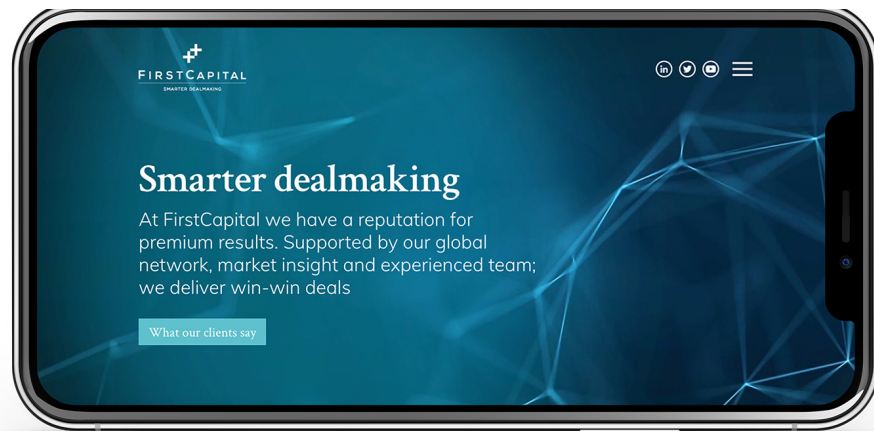
# Website Hosting.



TILT Digital use version control on all of the sites we produce, in order for us to maintain your website, you will be required to host with us.

This ensures that files do not become out of sync with our internal version control systems - this also ensures that the site launch runs smoothly according to our testing & standards.

Who is the contact responsible for controlling your domain name? We will require this so you can repoint it to our servers for site launch.





**Thank You.**