

# *Diane Mannion. Writing Services*



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## **Website Questionnaire**

*NB. Please answer only those questions that you feel are relevant to your Company, or that relate to information that you would wish to be included on your Company website.*

1. What type of business is the website for?
2. What is the size of your Company in terms of turnover and numbers of staff?
3. How long has the Company been established?
4. What type of products/services do you sell?  
(Please detail as fully as possible)
5. Who are your Customers? E.g. Individuals, major national Companies, or a combination. (Please detail as fully as possible)
6. Is your Company a member of any professional bodies?
7. Has your Company received any awards within your particular Industry?
8. What is your Company ethic? E.g. 'Our Company seeks to provide a professional service at all times.'
9. Please give a brief resume of your Company, detailing its development from formation to the present date, the main thrust of the business, and any future plans.
10. Please give contact details (e.g. email address, telephone number) for any senior members of staff, details of any formal qualifications they have, and the areas of the business that they represent.
11. Please detail the range of products or services that you provide and, if relevant, include the price range and payment methods.
12. Please give details of any specialised products or services.
13. Please give details of any documents or software that you wish to be available for download from your website.
14. Please give details of any items that you would wish to appear on a News Page, e.g. published newspaper/magazine features about the Company, details of any special achievements, or announcements about future product launches.

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15. Do you wish to have a careers page on your website?
16. Please give full contact details for your Company including full Company name, postal address, telephone and fax numbers, and email address
17. Do you wish to have a map of your Company's location included on the 'Contact Details' page?
18. Please advise if you need keywords to be inserted into your web copy for SEO, and specify the required keywords and the keyword density (if known)?

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