



## Client Questionnaire Sheet

### Website and Contact Details

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- 1.1. Company name
- 1.2. Contact Name
- 1.3. Contact Number
- 1.4. Email Address
- 1.5. URL
- 1.6. Do you have an existing website, and if so, what is the address?
- 1.7. Do you have any promotional brochures, magazines or advertisements?
- 1.8. Preferred colours
- 1.9. Please list some websites or elements of sites that you particularly like or even dislike?
- 1.10. Please list competitors websites:

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### LISTING WITH LINK @ R114 / month Overberg.co.za or Hermanus.co.za:

- 2.1. Hermanus.co.za  Yes
- 2.2. Overberg.co.za  Yes



## Website Questionnaire

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3.1. What line of business are you in?

3.2. What is the primary purpose of your website?  
Very obvious for some sites, but not others.

3.3. Who is your target market?

3.4. Who are your main competitors?

3.5. How many products/services do you offer?

3.6. How many website pages do you think you will need?

An indication of the pages you may require is listed below. We can assist you with defining these in more detail later on.

### 3.6.1 General

  

Homepage

Products / Services

  

About Us

Rates

  

Contact Us

Photogallery

### 3.6.2 For Guesthouses

  

Accommodation

Interactive Flash Maps

  

Reservations / Booking Form

Content Management System

  

Area Guide

### 3.6.3 Other Pages

3.7. Do you require any special functionality? (For example: booking/contact forms, newsletter signup).

3.8. How often do you think you may need to update your website? Will you require a content management system?



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**Content \*\*\*** Content should be supplied by the client in a form easily used

4.1. Roughly how many photos do you require? Must your photos be scanned or are they available in electronic format?

4.2. What format will the content be supplied. Example: Electronically in word format

4.3. Will the content be supplied in web-ready format. Example: Search engine optimised. Maxitec offers SEO copy writing at R150.00 / hour

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**Search engine optimisation**

**Why search engines matter?**

Search engine rankings are a vital component of an Internet presence: More than three quarters of hits on Internet home pages are directed there via a search engine; and half of consumers research online prior to making purchases. But many of the world's largest businesses are failing to take advantage of this growing channel for acquiring customers. So you need to ask yourself the question can users find you?

**5.1. META Keywords**

(Keywords that people will type in on a directory search to find your business)  
Maximum 10 Key words

**5.2. META Description**

(Title or Description of Business for Search Purposes)  
Maximum 30 words

**5.2. Additional SEO**

Would you be interested in obtaining our extra SEO. Example: Google ads, Statistic Reports, advice

