## <u>Select The Most Appropriate Choice:</u>

1. **What is most important for you to accomplish from the money your investing in this website? What is your ultimate goal for the website as a part of your biz?**

   A. Usable site that can produce leads to increase sales and capture prospects/soft-leads for future marketing

   B. User friendly website to increase market brand presence

   C. Professionally finished design with educational purpose to your existing and prospective clients

   D. A better organized & overall informative website.

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2. **What makes a website most usable and friendly in your mind?**

   A. Spacing between elements & short, clear, legible, command text.

   B. 35-50% page text content aligned around elements w/product/service focus

   C. Few lines, large neat content area's w/ vibrant colors

   D. Attention grabbing motion design with focus on brand-heavy features and tools.

3. **What kind of budget has been set aside for search engine marketing maintenance?**

   A. Large

   B. Medium

   C. Small

   D. None

4. **How do you want to rank in search engines against your competitors?**

   A. Controlling the search market

   B. Ahead of the pack

   C. Next to the pack

   D. Not a huge concern for me

5. **How important is an Email marketing campaign to your specified goal?**

   A. I'm not sure

   B. Somewhat important but not too much

   C. Very integral to accomplishing the goal

   D. Not important to my goal at all

6. **How important is a Social Media marketing campaign to your specified goal?**

   A. I'm not sure

   B. Somewhat important but not too much

C. Very integral to accomplishing the goal

D. Not important to my goal at all

7. **How important is a PPC (paid advertising) marketing campaign to your specified goal?**

A. I'm not sure

B. Somewhat important but not too much

C. Very integral to accomplishing the goal

D. Not important to my goal at all

8. **How do you want your website to make your audience feel about your company?**

A. Exact, precise, and more professional

B. Doesn't matter to me as long as it creates more business

C. We represent elegant simplicity in our work

D. I don't think it's important

9. **How much do you care whether you're Internet leads come from various cities (of your preference), various segments (property managers, G.C., corporations), and looking for a variety of your services (asphalt, concrete, seal-coat, ADA)?**

A. It's not too important how targeted the traffic and leads are for our business

B. It is extremely important for us to have the right leads coming to our website

C. It's important but not as important as design and user interface

D. I don't care either way, i think targeting is over-weighted

10. **How long do you prefer to keep this version of the site before redesigning a new version?**

A. Maybe 3-5 years from now

B. We will deal with it when we have to

C. Not for a long time

D. I don't ever want to redesign just continue to grow the existing model.