

Website Content Collection Form

Hello, and thank you for allowing me to build your website!

In order for me to build your website, it would be helpful for me to get as much input from you as possible. I understand that you may or may not have much time to invest, so I have developed this easy collection form to help you. Simply fill in whatever applies to you and we can modify or add additional information at a later time.

How Can I Reach You?

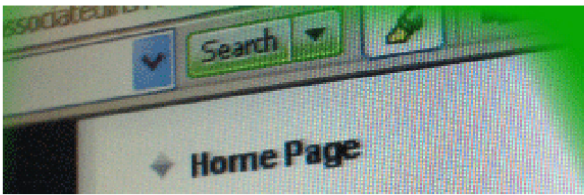
COMPANY NAME: _____

CONTACT PERSON: _____

PHONE NUMBER: _____

FAX NUMBER: _____

EMAIL: _____



What Pages Do You Want?

Content on a website is organized by pages that contain related information. This helps a visitor to find information that they are interested in and also helps to get your website listed properly with search engines.

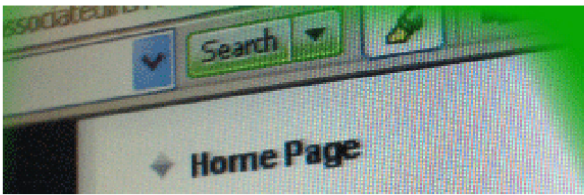
Every website needs a "Home Page". This is the generally the page where visitors will "land" when they visit your website. You can think of the Home Page as the introduction to your website.

You should also have some sort of Contact or Contact Us page. This is generally a simple form that a visitor can use to send you a message. This collected information will be emailed to you so you can follow up with your potential new customer.

Here are a few examples and suggestions of typical website pages. Please indicate what pages you would want.

- | | |
|---|---|
| <input type="checkbox"/> Home Page | <input type="checkbox"/> Owner Bio |
| <input type="checkbox"/> Contact Page | <input type="checkbox"/> Coupons |
| <input type="checkbox"/> About Us | <input type="checkbox"/> Products and/or Services |
| <input type="checkbox"/> Links | <input type="checkbox"/> Photo Gallery |
| <input type="checkbox"/> Menu (Restaurants) | <input type="checkbox"/> Price List |
| <input type="checkbox"/> Testimonials | <input type="checkbox"/> Our Staff |

Colors and/or Themes: Do you have any colors or themes that you currently use for your business? It would be important to maintain consistency with everything you do.

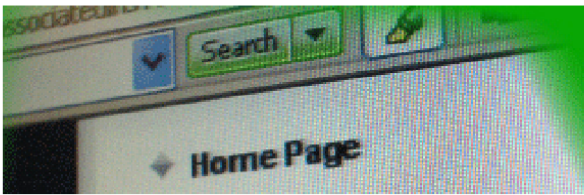


Mission Statement: If you have a mission statement, please provide it here.

Contact Information: Please indicate what contact information you want included on your website for people to be able to contact you. Your address, phone, fax, email, etc.

Slogan / Tag Line: What is your slogan or company tag line?

Business Hours: Do you want to indicate your business hours on your website?



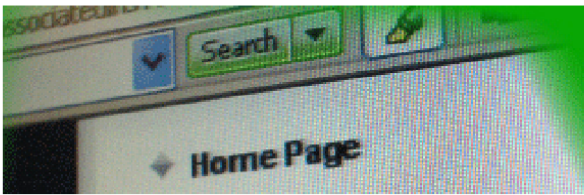
Aron's WebSites
716-913-1780 Phone
888-600-2685 Fax

Products and Services: What products and/or services do you offer? Please use additional pages if needed.

Coupon Information: Do you want to offer any coupons to your customers? Please indicate your offer(s) in full detail.

Product Lines / Brand Names: What product or Brand Names do you offer?

Years In Business: How many years in business or years of experience do you have?

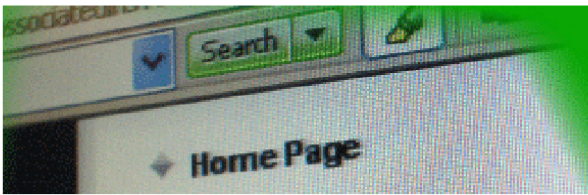


Credit Cards: Do you accept credit cards? If so, please explain.

Menu: If you are a restaurant, it is a great idea to provide your menu. Please provide information about your menu or provide me with a copy.

Memberships: What member ships or organizations do you belong to? This helps to build credibility to potential customers.

Owner Bio: If you wish to provide a bio, please indicate it here. A photograph would also be very helpful.

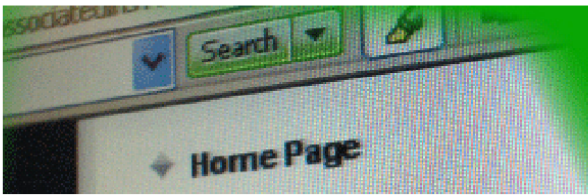


Links: If you wish to provide links to other websites, please provide me with a list.

Contact Page: I would strongly recommend a contact page for every website. What would you like to say at the top of your contact page? What information would you like to collect?

Our Staff: Please provide a list of your staff and photos if you want to include.

Geographic Area: What geographic area do you do business in? Please list any specific areas, cities, counties, and/or states.



Search Engine Optimization (S.E.O.) and Meta Tags

Getting qualified visitors to your website is very important. Search engines use Meta Tags (and many other factors) to help people find your website when they are searching for information. Each page on your website should have unique meta tags to describe the content of that page. It is best to provide short, accurate words and phrases to describe each page.

KEYWORDS: I would recommend 10-20 words or phrases that people may use to search for your business. Examples; "cheap air filters", "roofing contractor buffalo NY", "cheap used cars", "buffalo restaurants", etc.

DESCRIPTION: Please provide a short description of each page - being sure to use as many of the keywords as you can. This is the description that will appear on the search engine results when people are searching. You can think of this as your "sales pitch" to intrigue someone to click and visit your website for more information.

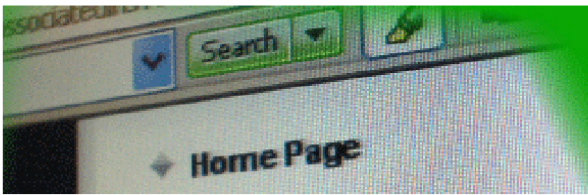
TITLE: This is the title of your page and it will appear in the button at the bottom of the browser for each open page. It should be about 10-20 words and contain some of the keywords that are associated with each page. You can think of the Title as just that, the Title to your page.

PAGE: _____

KEYWORDS: _____

DESCRIPTION: _____

TITLE: _____



PAGE:

KEYWORDS:

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

DESCRIPTION:

TITLE:

PAGE:

KEYWORDS:

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

DESCRIPTION:

TITLE:
