



Thank you for your interest in Mullet Creative's website and design services. To receive an accurate quote for your project, please answer as many of the following questions as possible.

Mullet Creative will respond within three business days (we typically work Monday through Friday) with a project estimate based on the information submitted. You may also email or snail mail your company's RFP (request for proposal). If you decide to proceed with Mullet Creative after reviewing the project estimate, we will schedule a free consultation appointment to iron out the details.

To fill out this document:

- Click File > Save As and choose a location and name on your computer
- Fill in the blanks
- Click Save

To email:

- Compose a new email addressed to yo@mulletcreative.com
- Attach the document (retrieve from the location you selected on download)

To snail mail:

- Print
- Mail to Mullet Creative
PO Box W
Walla Walla, WA 99362

Again, thank you for your interest in Mullet Creative. Please write or call with any questions or to set up a consultation.

Rossi Ensign
Owner, Mullet Creative



YOUR COMPANY

Company Name: _____

Contact Person: _____

Phone: _____

Email: _____

Website URL: _____

Describe your services:

Describe your products:

Describe your company's unique values:

We are seeking: New Design Redesign Monthly Maintenance

What will be the purpose of your website?

- | | |
|--|---|
| <input type="checkbox"/> Increase sales | <input type="checkbox"/> Increase brand awareness |
| <input type="checkbox"/> Communicate with staff | <input type="checkbox"/> Announce new products |
| <input type="checkbox"/> Lower customer support costs | <input type="checkbox"/> Sell products directly |
| <input type="checkbox"/> Generate qualified sales leads | <input type="checkbox"/> Provide company contact info |
| <input type="checkbox"/> Collect customer info to build email list | <input type="checkbox"/> Collect customer feedback |
| <input type="checkbox"/> Provide better customer service | <input type="checkbox"/> Enhance company image |
| | <input type="checkbox"/> Share work portfolio |



WEBSITE HOSTING

All websites need a URL and host.

Mullet Creative provides complimentary website hosting for clients that pay for a monthly maintenance package or have eight or fewer pages. Email may be an additional charge.

- Do you currently have a website host? Yes No
- Do you wish to use Mullet Creative’s hosting service? Yes No
- Do you need email? Yes No If yes, how many accounts? ____

WEBSITE DESIGN

Describe your target market:

Describe how you and other employees will use the website:

Which adjectives best describe the look and feel of your new website:

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Corporate | <input type="checkbox"/> Clean |
| <input type="checkbox"/> Fun | <input type="checkbox"/> Dynamic |
| <input type="checkbox"/> Fresh | <input type="checkbox"/> Retro |
| <input type="checkbox"/> Exclusive | <input type="checkbox"/> Traditional |
| <input type="checkbox"/> Laid back | <input type="checkbox"/> Established |
| <input type="checkbox"/> Knowledgeable | <input type="checkbox"/> Alternative |
| <input type="checkbox"/> Lively | <input type="checkbox"/> Cutting edge |
| <input type="checkbox"/> Professional | |



List three websites that you like and what you like about each one:

Do you have a preference for the technology used to build or used on your site? Please provide reasons if so.

What pages do you anticipate having on your website? You may attach a chart or graphic.



WEBSITE FEATURES

Security Features:

- Will users submit sensitive information (credit cards, etc)? Yes No
- Do areas of the website need to be password protected? Yes No
- Will users need to register, join or create an account? Yes No

Check the features that need to be included:

- | | |
|---|---|
| <input type="checkbox"/> Blog | <input type="checkbox"/> Search (site wide) |
| <input type="checkbox"/> Newsletter | <input type="checkbox"/> MLS listings |
| <input type="checkbox"/> RSS Feed | <input type="checkbox"/> Calculators |
| <input type="checkbox"/> Account sign-up | <input type="checkbox"/> Live news feed |
| <input type="checkbox"/> Discussion board or forum | <input type="checkbox"/> Weather |
| <input type="checkbox"/> Event calendar | <input type="checkbox"/> Store or location finder |
| <input type="checkbox"/> Event listings | <input type="checkbox"/> Banner advertising |
| <input type="checkbox"/> Event registration | <input type="checkbox"/> Google Adwords |
| <input type="checkbox"/> Event registration + payment | <input type="checkbox"/> Google Adsense |
| <input type="checkbox"/> Ecommerce or shopping cart | <input type="checkbox"/> Google Calendar |
| <input type="checkbox"/> Searchable directory | <input type="checkbox"/> Affiliate advertising |
| <input type="checkbox"/> Image downloads | <input type="checkbox"/> Slide show |
| <input type="checkbox"/> PDF downloads | <input type="checkbox"/> Photo gallery |
| <input type="checkbox"/> Job postings | <input type="checkbox"/> Videos |
| <input type="checkbox"/> Forms/applications | <input type="checkbox"/> Flash animation |
| <input type="checkbox"/> Contact form | |



SEARCH ENGINE OPTIMIZATION (aka SEO)

Mullet Creative employs basic SEO strategies on every web page code, including keyword tags, image descriptions and other metadata.

List up to 20 words that are keywords or buzzwords for your industry. The words listed here are also used in the code and page content to help people using Internet searches find you. Include regional terms, city names, common terminology, and problem/solution words.

Additional Search Engine Optimization services are available for a fee. Traffic on the web increases on the Internet everyday. To help your site make it to the top for specific keywords or phrases consistently, ongoing strategies are necessary.

Would you like Mullet Creative to create additional code that will help search engines read and rank your website? Yes No

Are you interested monthly SEO services that will help your website compete for the top position for specific keywords or phrases? Yes No

COPYWRITING

Copywriting services are available from Mullet Creative for an additional fee. We take your ideas and words and butter 'em up, making them sound delicious. Or spicy, or intelligent, or whichever style best matches your content needs.

Do you plan to submit page content ready to publish? Yes No

Would you like Mullet Creative to write or edit your content? Check all that apply:

- | | |
|--|---|
| <input type="checkbox"/> Correct spelling | <input type="checkbox"/> Incorporate keywords (SEO) |
| <input type="checkbox"/> Correct grammar | <input type="checkbox"/> Write content from an outline to be provided |
| <input type="checkbox"/> Stylize the content | |



BLOGGING

Web logs, aka blogs, provide excellent opportunities to reach out and connect with customers. They are most effective when maintained regularly and address a wide scope of material relating to your business – from new to maintaining the old. Mullet Creative offers services spanning from set up and customization to writing daily entries.

WordPress is our preferred blog platform.

Do you plan to have a blog on your website? Yes No

How often do you plan to post: Daily Weekly Monthly

Do you want to receive a guideline and plan for entries based on industry standards and keyword research? Yes No

Would you like to find out more about Mullet Creative's blog writing and editing services? Yes No

WEBSITE MAINTENANCE

How often do you expect to update your website?
 Daily Weekly Monthly Annually

Who will prefer does your website updates?
 Staff Mullet Creative Not sure yet

WRAP UP

Is there a preferred launch date for the website? _____

How much do you expect to spend on your website and accompanying services?

- Under \$500
- \$500-1000
- \$1000-2000
- More than \$2000

Please send (by mail or email) your logo, business card, brochure and any other important marketing collateral that will help us design a unique look for you.

Mullet Creative :: PO Box W, Walla Walla, WA 99362
Questions? Give us a call at (509)529-5944