



1354 Our House St.  
Somewhere, FL 32700  
(407) 555-1212  
[mrsdufner@cfl.rr.com](mailto:mrsdufner@cfl.rr.com)



Please fill in the information below to the best of your abilities.

Merchant/Client Name: \_\_\_\_\_

License # \_\_\_\_\_ Customer # \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Company Contact: \_\_\_\_\_

Business Contact: \_\_\_\_\_

Technical Contact: \_\_\_\_\_

Business Partner: \_\_\_\_\_

Domain Name Owned (www.yourdomain.com): \_\_\_\_\_

If you need a domain name purchased please write at least three desired names in order of choice:

1. \_\_\_\_\_

2. \_\_\_\_\_

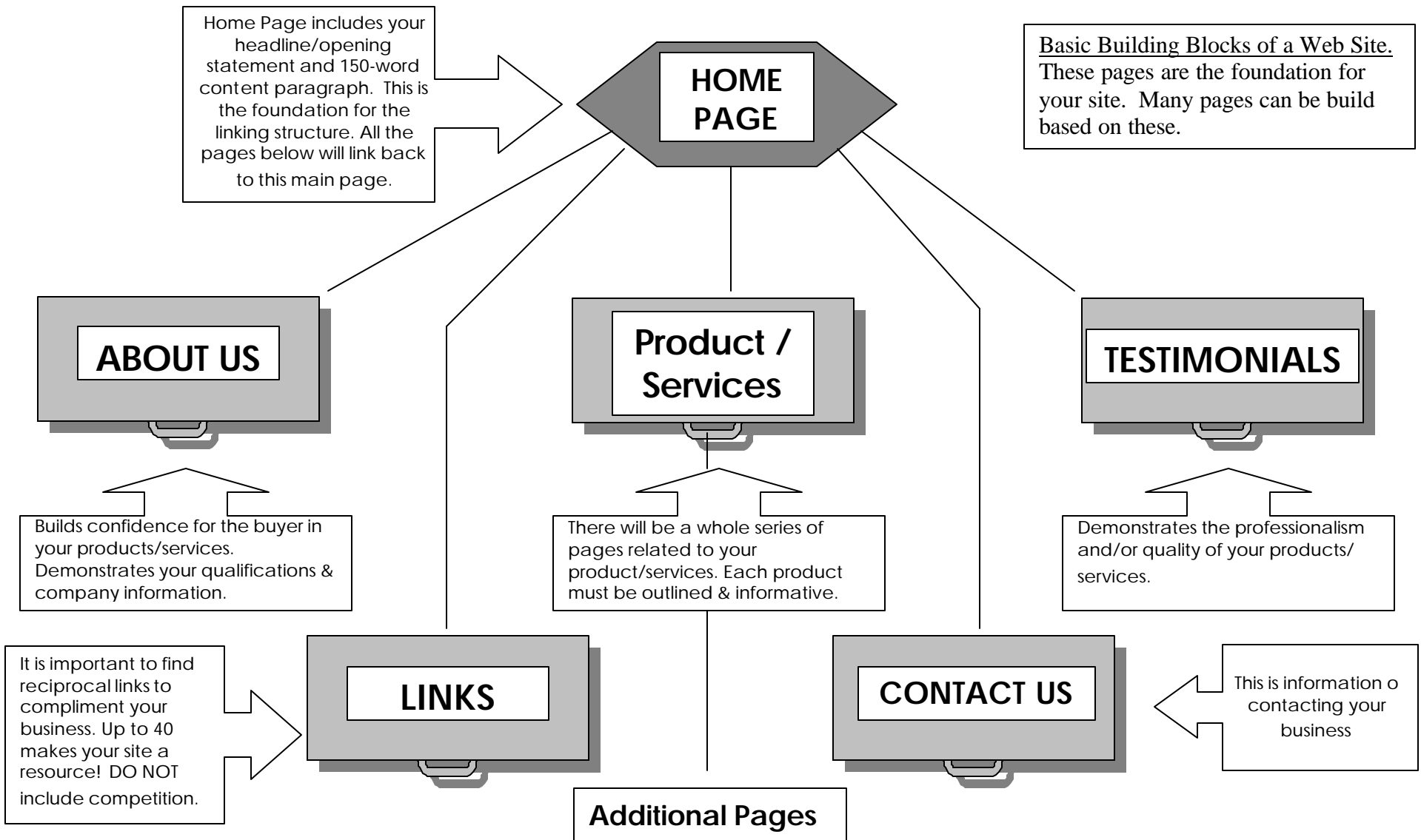
3. \_\_\_\_\_

Hosting Services: Please provide the username, password to the web hosting service you are using.

Domain: \_\_\_\_\_

Username: \_\_\_\_\_

Password: \_\_\_\_\_



# WEBSKONZ

## HOME PAGE

**Part 1: Brainstorming** - To help us develop your site we need you to brainstorm 25 keywords that relate to your product/service.

KEYWORDS - What would a prospective client type into a search engine to find your product/service?

Potential Prospects: (teachers, small businesses, bankers, parents, retirees)

**Part 2: 6 to 12 Word Title/Headline** - It is important to name your site with a strong title/heading using ACTION verbs and EMOTION. Your keyword phrase should be the first words in your title/headline.

**Part 3: Opening Statement** - This statement is the first *appealing* text following the title/headline. It should be approximately 25 words in length, use action & emotion based vocabulary, and INCLUDES your keyword phrase.

**Part 4: Content Paragraph of 150 words** - With respect to both selling your product/service to the visitor and Search Engines, the Content Paragraph is very important. Your keyword phrase should appear several times within this paragraph to help bring traffic to your site. Be as creative as possible and include the keyword phrase as many times as possible.



# WEBSKONZ

---

## Testimonials:

Testimonials symbolize truth and satisfaction about your product or service. Include a variety of testimonials from several parts of the community or country. Include the first name and last initial of the individual, and the city and state. They should not be long, but briefly describe the value others have found in your business.

Include information about your company & your history. Infuse a confident outlook by visitors by creating a sense that you stand behind your businesses products/services.

1. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

5. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_