



Hillsdale Web Design's

Website Checklist for: _____

HOSTING

- > [Hosting Services](#)
- > [FAQ-Hosting Services](#)

☐ Wix ☐ Weebly ☐ GoDaddy ☐ WordPress ☐ Other: _____

My Investment: \$_____/____

DOMAIN

- > [Domain Services](#)
- > [FAQ-Domain Services](#)

- ☐ I already own my own domain but I would prefer you manage it so I know it's safe and in good hands!
☐ I'm OK with paying the one-time transfer fee of \$15.00.
- ☐ I already own my own domain and would rather keep it in my account where I can update it as I need to. I understand that I am responsible for its maintenance: _____.
- ☐ I would like for HWD to obtain and manage my domain for me.
☐ I would like my domain to be: _____ if it is available. My second option would be: _____. (☐ .net ☐ .com. ☐ .org. ☐ other: _____)

My Investment: \$_____/____

EMAIL

- > [Professional Emails](#)
- > [FAQ-Emails](#)

☐ I would like _____ professional email address(es):

(If you require more than 5, please email your preferred names to: ahoney@hillsdalewebdesign.com.)

- ☐ I already have a professional email and I am OK with managing it.
- ☐ I am OK with using my non-professional email for my business.

My Investment: \$_____/____

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517.320.2543 | ahoney@hillsdalewebdesign.com



WEBSITE MAINTENANCE

> [Maintenance Services](#)

_____ I understand that host, domain and email maintenance are all different from one another. I also understand that while most services and products come with minor maintenance services included with a purchase, HWD does bill separately for maintenance needed outside the agreement when applicable.

SETUP

> [Website Setup](#)

> [FAQ-Setup](#)

☐ Design Services: UX & Multimedia.

I'd like _____ pages.

The pages are called:

☐ I already have a site, I need it migrated to HWD!

☐ My site requires more than just good design, I need a complex coded website and/or custom applications, databases, and/or forms.

My Investment for **Medium Sized Pages**:

_____ Pages \$_____/page

Coded/Developed Site, Customized \$_____/page

Landing Page, Customized \$_____/page

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DIRECTORY LISTING PROGRAM OR INDIVIDUAL LISTINGS

> [Directory Listings](#)

> [FAQ-DLP](#)

☐ I would like the program for \$90/mo.
_____ I understand that the DLP costs a one time setup of \$145 per listing. I have _____ listing(s).

☐ I want just a few listings and I am OK with either
1) _____ having HWD manage it or
2) _____ I can manage them after they are obtained.
_____ I understand that the fee to obtain one listing is \$75.

The listings I want are:

- ☐ Google My Business
- ☐ Yelp
- ☐ Bing
- ☐ Yahoo
- ☐ Facebook
- ☐ Other Social Sites: _____

☐ I do not need the directory listing program at this time NOR do I need any individual listings obtained.

My Investment: \$_____/_____

SEO

> [SEO Services](#)

> [FAQ-SEO](#)

_____ I understand that minor SEO is included with every website when it's created from scratch by HWD. I also understand that minor SEO will not gain me organic or local leads and that while it's a necessary evil (a start to SEO), I will need to add more SEO services down the road if I want to grow my business online. I am OK with not getting leads to my website other than my own attempts at marketing it, therefore I am opting out of SEO services at this time.

- ☐ I want a little more than just the minor SEO built into my new website! Please let me know more about this!
- ☐ I will require analytics of how my website is doing.
- ☐ I require analytics of how my directory listing programs are doing.
- ☐ I would like to advertise Online and would like someone to let me know more about this.
- ☐ I would like Social Media services and would like it if someone could let me know more about that.
- ☐ I want to have HWD manage a blog on my website and/or a eblast campaign.

My Investment: \$_____/_____

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ADD-ONS

> [Add-Ons](#)

____ I understand that some plug-ins, themes, and apps cost extra from the host and though I'm not sure what I need today, I would like to keep an open mind about how much they cost as we build.

☐ I am not looking for any add-ons today, but I may change my mind down the road.

☐ I know exactly what kind of website add-ons I need:

My Investment: \$_____/____

CONTENT CREATION

> [Content Creation](#)

> [FAQ-Content](#)

☐ My business is new and/or I have not developed pre-approved collateral to share, therefore I will need all new content created.

☐ I have some content I can share!

☐ I have a lot of content to share.

____ I understand that content is much more than just what I see on my website (SEO/SEM Services).

My Investment: \$_____/____

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UPDATES

> [Updates](#)

> [Continuous Client](#)

☐ I would like to become a Continuous Client to access all of your services and products and save money! I'm interested in:

- ☐ Branding Services
- ☐ Printing Services
- ☐ Marketing Services
- ☐ Design Services

☐ I don't want to be a Continuous Client today but I am going to have you host my site. Therefore, I'd also like a proposal on some or all of the following:

- ☐ Blog Posts
- ☐ Content Updates
- ☐ Website Page Growth
- ☐ Database Management
- ☐ Calendar Updates
- ☐ Form Updates
- ☐ Other: _____

My Investment: \$ _____ / _____

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