

## WEBSITE CHECKLIST

Please fill out every question, even if N/A, and compile all info/photos prior to putting case in Web Dev queue.

1. Color scheme. This would be incorporated throughout the site.

\_\_\_ Dk Grey/navy \_\_\_ Dk Grey/green \_\_\_ Black/Gold \_\_\_ Black/Red

Custom \_\_\_\_\_

2. Overall feel in regards to design/room scenes/fonts? (Country, Contemporary, Luxury, Lighter/airy, dark/sleek, bright/colorful, kids/family, etc.)

3. What elements would you like on home page? (refer to web page examples)

- a. Parallax or High Impact graphic
- b. Split
- c. Shop boxes
- d. Gallery photos
- e. Reviews
- f. Keep hero rotator (1900 x 500)
- g. Videos – all videos must be loaded to youtube, facebook, etc. then embed link sent to us

4. Sites that you like (provide URLs). What do you like about these sites **specifically**?

5. What services do you provide?

- Review current website with them for outdated services/info.



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12. Who are your target clients?

13. Do you do residential and commercial? Can you provide list/photos of commercial projects to help with local SEO?

14. Are you cash and grab, do installations, have designers, free measure?

15. Which types of floors are your best sellers? Carpet, vinyl, hardwood, etc.

a. What percentage of each type of flooring?

16. Give us history of your store or other content for About Us

a. Family owned? When established? Multi-generations? Same location/multi-location? Size of showroom(s)? Experience level of team/years of experience? Showroom and staff pics/bio? Personalize as much as possible (woman-owned, veteran-owned, etc.)

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17. What areas do you service? (Zip codes, cities or neighborhoods, etc.)

18. Who are your top 3 competitors? What sets you apart from them?

Link for members to get ideas for customization:

<https://www.abbeycarpet.com/website-customization>

<https://www.abbeycarpet.com/aboutus/marketing-services-summary/videos.aspx>