INDEPENDENT DIGITAL *marketing*
by the Addison County Independent

THINKING ABOUT A NEW WEBSITE FOR YOUR BUSINESS?
Independent Digital Marketing makes it easy.

Here's what helps us create your proposal:

WEBSITE ACCESS
- ☐ Do you know the login info for your current website (if you have one)
- ☐ Do you have access to your hosting account?
- ☐ Do you have access to your domain registrar (where your website URL is managed)?

FUNCTIONALITY NEEDS & INSPIRATION
- ☐ Online store, appointment booking, forms, galleries, restaurant menus, etc.
- ☐ Any special features you'd like to include
- ☐ Websites you like (and what you like about them)

Here's info we'll need to get started on your website:

BUSINESS INFO & BRANDING
- ☐ Business name and tagline (if you have one)
- ☐ Logo files (high-resolution if available)
- ☐ Brand colors, fonts, or style preferences
- ☐ Photos of your business, products, staff, and location

CONTENT & MESSAGING
- ☐ A short description of your business and services
- ☐ Any existing website text, brochures, or marketing content
- ☐ Key goals for the site (more calls, online sales, bookings, etc.)

CONTACT INFO
- ☐ Phone number, email, address, and hours
- ☐ Social media links
- ☐ Contact form preferences (ex. Do you want prospects to provide specific information when filling out your form?)

NOT SURE YOU HAVE ALL OF THIS? THAT'S OKAY!
Our local team will walk you through every step and help you gather what you need.

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