

The basics:

- What is your business's name and contact information?
- Please describe your business in a few sentences.
- Do you currently have a website?
- Why do you want a new website?
- What features will your website need?
- What are your main goals/purposes of clients visiting your new site?
- What similar websites do you like and what is it you like about them?
- What do you want your website to look like? Color/theme?
- What is there about you and your background that sets you apart for a special (niche) group of potential customers?
- Why do you believe site visitors should do business with you rather than with a competitor?
- Please list the names of five other sites that you like. Why are they attractive to you?

What do you want to include on YOUR site?

- Research your online competition so you have an idea of what you do and don't want on your site.
What would you like to do similarly? Or different?
Here's a little secret about competitors: Some of them can be real blabbermouths. Especially on their websites. Others have sites that say little and explain even less. It's important for your prospect to decide on the right balance between openness and secrecy – and it's a tough decision.
- What do you want your website to say?
 - Your homepage should have a description entailing what you offer, things that are notable about you, things that make you stand out among the others.
- Since your dogs are notable in their own right, to assist search engines, full registered names along with call names should be with the photos of the dogs. Some folks want parent names listed with their studs and bitches as well.
- What pages do you want incorporated? Here are some suggestions from past dog breeder website jobs:
 - Home/Welcome; Sires/Guys; Dams/Girls; Available Puppies/Availability; Show Wins/notoriety; Contact us/Helpful Resources (links); fur-ever homes/reviews
- What do you NOT want on your site in terms of text, content, colors, etc.?
- What social media accounts should be connected, if any?

Sending us the content and photos:

- Again – you are the expert of your breed/product. We cannot write your story and history for you. We can certainly help with grammatical issues or spicing things up, but you alone are the expert of your life’s work. Please provide strong content (written details) that we can work with.
- Images should be large enough to be editable. Screenshots of photos will not work. Photos sent via Facebook messenger work, but it’s easier for me to track them if emailed to handmwebdesign@gmail.com (I’m less likely to miss one and it’s easier to organize)

Maintenance:

- Do you want us to handle maintenance? If you’re uncomfortable with making updates, we can discuss what a reasonable rate would be to make updates as necessary.

Getting found by google: (this should be in your mind throughout the website creation process)

- If you were using a search engine, what words or phrases would you use to find your site? Which of these words or phrases is most important? Second? Third?
- One of the most effective ways to get your site’s pages to rank higher in search engine results is by adding original text to each page. Google crawls and indexes each page individually, and ranks pages higher based on their relevance to certain keywords.
- We recommend that you create original, organic content for each page of your site. This content should incorporate your page’s keywords in a natural, unforced way. For example, if you own an automobile repair shop, your homepage’s keywords could include “car repairs”, “professional mechanic”, “reliable mechanic”, “complete auto service”,...
- Search engines aim to understand your site visitors’ intent and provide the most relevant results according to the search phrase that they have entered. We recommend writing content that answers popular questions related to your main keywords. It’s a great way to draw visitors to your site, while proving to search engines that your site has value and should rank higher for the search phrases that your site visitors enter.