

## Website Application Form

<b>Business name</b>	
<b>Business owner (name and surname)</b>	
<b>Contact Nr</b>	
<b>Email address</b>	
<b>Business Address and contact details</b>	

<b>Facebook Page and/or Twitter name</b>	
<b>Please list some websites that you like and why you like it (look or functionality etc)</b>	
<b>What is the main purpose of your website? e.g. online sales, marketing</b>	
<b>Please list preferred colours for website:</b>	
<b>If you don't have a logo, what colours and details would you like in your logo?</b>	
<b>Preferred keywords (for Google)</b>	

Our Web designer will contact you shortly at which point you can forward us your Logo, photos and any other content you need on the website.

## List of useful information

### Product and Services information

Products and services: This is your most important page!! Please try and keep your product or service name the same as the "key-term" and area you would like to be found with on Google. Your product/service also needs a description for eg: Custom Wooden Doors has been manufacturing solid wooden doors in Gauteng, Pretoria since 1948. At Custom Wooden Doors we use only the finest quality wood to manufacture our solid wooden doors... etc etc etc... Your description should be between 100-200 words repeating your "key-terms" 8-10 times. 15 or less products or services

### Frequently asked questions

10 questions and answers which clients frequently ask. Please keep these in full sentences and based on keywords related to your business eg:

Question: We are building a new house, can you manufacture a customized solid wooden pivot door?

Answer: Yes, we specialize in manufacturing different types of solid wooden doors.

### TIP:

Choose a product name that equals the search term you want to be found for (excluding your area) e.g. "Banner Printing" or "Payroll Administration Services". The Description should contain at least 200 words that describes the Product / Service and the Description should contain the "Product/Service Name" (and derivatives thereof) as many times as possible (but not be more than 10% of the total words in the Description field). It is better to use your own words, don't copy from another website. The Description should also contain the Name early on in the descriptive paragraph (e.g. "Our banner printing is done with a state of the art xyz machine. Banners printed by this machine lasts for years and the printed banners can be in the following sizes. etc ")

### Testimonials

4 to 5 Testimonials you have from existing and well known clients (this creates trust with clients and is very important to build Authority not only with future clients but with Google as well

### We will also need the following:

Logo (jpg, png, Format)

Company profile/ About us

Specials if any.