



Website Verbiage Questionnaire

This questionnaire will help our team write effective / accurate text for your site.

1. What industry does your company fall into?

(Ex. Insurance, Health care, Construction, etc.)

2. What year was your company founded?

3. Has your company won any awards or recognitions?

4. Does your company belong to any organizations?

(Ex. BNI, Home Builders Association, etc.)

5. What services does your company offer?

(Ex. Insurance Agency - Auto Insurance, Home Insurance, Life Insurance
Excavation Company - Land Clearing, Snow Removal, Basements, Landscaping)

6. Do you work with any other companies on a regular basis?

(Ex. Insurance Agency - Progressive, Blue Cross/Blue Shield, MetLife
Manufacturing Company - Caterpillar, John Deere)

7. Provide a brief history of your company (bullet points are fine).

(Ex. Company name changes, location changes, new services, when, why, etc.)

8. What are your business hours?

9. What is your service area?

(Local towns, Central MN, 3 state area, all of USA, etc.)

10. Are there any standards/regulations you must meet/follow?

(Ex. Contractor - licensed, bonded & insured
Lawyer - Education, bar exam)

11. Is there anything that makes your company stand out from your competition?

(Ex. Provide services the competition doesn't, late hours, make house calls, have the latest equipment)

Additional information to take into consideration:

Testimonials - Testimonials are great pieces to add throughout your website. If you opt to showcase testimonials it is a good idea to receive prior permission from the individual. When selecting testimonials be sure to select those that will not date the website or refer to payment events.

Please note: Sytek does not publish last names with any testimonials unless otherwise instructed.

Plagiarism - Sytek does not plagiarize or "take" text from other websites or sources. Our copywriters write the text based off notes provided by you and the sales consultant. If there is text from a separate source that you would like used, please indicate the source (Publication, Web Address, Issue, etc.) and we will provide an accurate reference; thereby allowing the text to be used.



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