WEBSITE QUESTIONNAIRE

Please take a moment to fill out this questionnaire to help us understand what you need in your new website. For more information about OlyWeb and our services please visit OlyWeb.com

CONTACTS:

1. Who is the main contact(s) for this project? Please list name, email, and phone number if possible.

   Andrea Puhl
   principal@stalschoolbg.org
   419-352-8614 (school) 419-283-9575 (cell)

2. Is there anyone else involved with final approvals we'll need to communicate with? Please list name, email, and phone number if possible:

OVERVIEW:

1. What are the main reasons for creating your site?

   Communication with current and prospective families

2. What is the primary product or service you provide?

   Education Preschool-8

2. What primary goals should this site accomplish for you? (Attracting more clients? Educating clients? Facilitating communication with clients ? etc)

   Communication

   What are secondary goals?

   Attracting new families

3. Who's going to be coming to your website? Who's your target audience? (Middle-Aged Parents? Older parents? Other professionals?)

   Parents of school age children

4. What are the top three actions you want **new visitors** to be able to take on your site?
   1. Find contact information
   2. See photos
   3. Learn about our school

5. What are the top three actions you want **existing users** to do on your site?
   1. Check calendars
   2. Access latest newsletter
   3. Find contact information

6. What are some metrics you would consult to measure your sites success? (Form submissions, website visits, search engine ranking, social media interaction?)
   Unsure

7. If redesigning an existing site, what were some of the limitations or frustration points with your old website?
   Difficult to update

PERCEPTION:

1. Use a few adjectives to describe how customers should perceive your site. (Warm, inspiring, professional, innovative, traditional, welcoming, straight-forward, in-depth)
   Inviting, professional, informative

2. What impression should they be left with? (About your site, your organization, certain topics, certain services you offers etc)

3. What other sites are examples of what you are looking for?

   Are there examples of what you would specifically like to avoid?

TIMELINE:

1.	Is there a specific timeline for this project?
	As soon as possible

2.	Do you have a marketing plan? If so what specific steps are dependent on features of your website?

3.	How do you intend to keep the site updated? How often? and what content?
	We would upload our newsletter weekly and other updates as nee

DETAILS:

1.	Do you have an existing domain name(s) or website(s)? If so please list them
	http://www.staloysius.tld.pvt.k12.oh.us/ or www.stalschoolbg.org

2.	Do you have an existing hosting service?
	yes

3.	Do you have any brand specifications or a brand book?
	We are working with Cathy Wise to refresh our logo
	Do you have other artwork or styling you want to incorporate into the new site?
	Do you have other color theme preferences?
	Blue & Gold

4.	Do you have photos/video/other media you would like to incorporate into the site?

5.	Do you have written content for the site?
	Most of the current written content could be copied to new site

6.	Do you have special events you would like featured? How would you like these featured?
	Occasional events that I would like to highlight on home page

7.	Do you currently use an online payment service? If so which one?
8.	What type of calendar do you use? Google Calendar? Other? Google Calendar

SITE STRUCTURE

1.	Do you need custom page layouts created for special content? No
2.	Do you need separate subsites for special content? Wordpress Multisite allows for unlimited subsites that have their own news postings, pages, calendars, and theme templates. No
3.	Do you need to be able to restrict content access for different staff who will be updating content on the site? No
4.	What accreditations, partnerships, or awards would you like featured? National Catholic Education Association, Diocese of Toledo
5.	What social media platforms do you want featured on the site? Do you need to be able to post to other platforms from your site? Facebook and maybe twitter/instagram No
6.	What other external services do you want featured or integrated into your site?

GUARANTEED
COMPATIBLE

GUARANTEED
BROWSER
SUPPORT

GUARANTEED
RESPONSIVE

BUILT WITH

SERVICES AND FEATURES:

Services and Features included in our website projects:

Custom graphic design with a collaborative approach and an approval guarantee.

Complete organizational structure revision, collaboratively devised with your team.

Rebuilding of all forms using the Gravity Forms Plugin

Unlimited blogs and blog categories page and post editor including all the professional blogging tools that are a part of the WordPress framework

Responsive design (platform agnostic build - will run on any device, system screen size)

Inclusion of premium SSL security for passing credit card information to a payment gateway (e-commerce ready) built with the most advanced industry security protocols.*

10-20% Increase in site speed score according to Google developers site speed test.*

Unlimited users and user roles with customizable user rights management and content and page access restrictions

Built in integration with Google Services such as Google Calendar, Google Maps, Google Translate and more.

Social Media share optimization including options for auto posting content and displaying social media content feeds on your website. RSS feed enabled

Modern photo gallery/slider with better photo display and slide show or flip-through functionality compatible with all mobile device sizes.

Up to 10 custom forms, 10 tables and 100 pages are included. Unlimited additional forms, pages and tables can be created by your staff or by OlyWeb through change order.

Custom theme build exclusively for you, not a third party theme.

Finished build comes with 24/7 premium security monitoring, automatic software upgrades, site backups, CDN network access and instant site restore functionality for as long as you host with us.*

*These features are only available if you host your site with us

GUARANTEED COMPATIBLE

GUARANTEED BROWSER SUPPORT

GUARANTEED RESPONSIVE

BUILT WITH

OPTIONAL SERVICES AND FEATURES:

Optional services and features (Please indicate any features you're interested in)

☐ Search Engine Optimization (SEO) and Google Analytics/Search Console: With YOAST SEO and Insights extensions, you'll get instant feedback on how optimized your posts and pages are for SEO and practical ways to improve them. You'll also have site statistics built into your dashboard highlighting audience insights, page ranking, and bounce rates.

☐ Wordpress Multisite Network: this feature allows us to create individual sites for special content or groups allowing them to have custom blogs and pages as well as password protection for privacy.

☐ Volunteer Portal: This custom built feature allows the tracking of volunteer hours through a Volunteer Hours Portal. Volunteers will signup through the site and be able to log hours according to activity as well as see their current tally of hours. Each activity can have individual email alerts sent to specific emails. Admins can edit hours entries and hours requirements per volunteer.

☑ Staff Directory: A listing of staff members with customizable fields include staff photo contact information, social media links, and short bio. Staff members can be added, edited or removed by admin whenever needed.

☐ Custom graphic design services for updating your logo or other brand assets. Your logo or other artwork may need a refresh or just a simple conversion and optimization to vector graphics for optimal presentation on the web. Either way we can help adapt your existing art to what you need.

☐ Custom alerts bar and pop ups. With this feature you'll be able to create custom alerts that appear as a bar at the top of the site or in a pop up window. This is useful for important announcements that you want everyone to see but you don't want taking up too much space on your site. You'll be able to create edit and delete alerts or pop ups and configure when they will appear.

OTHER SERVICES AND FEATURES:

Are there any other features not listed above you need?

GUARANTEED COMPATIBLE

GUARANTEED BROWSER SUPPORT

GUARANTEED RESPONSIVE

BUILT WITH