Project Application

MULETOWN
D I G I T A L

First Name

Last Name

Email

Phone

Brand Snapshot

1. What's the name of your company?

2. What does your company do? What are the products and services you offer?

3. Who are the decision makers for this project?

4. What budget have you allocated for this project? Be honest and we will let you know what we can and cannot do in the range specified.

- [ ] $5k or Less
- [ ] $5k-$10k
- [ ] $10k-$20k
- [ ] $20k-$40k
- [ ] $40k+

5. If you have a current website, please tell us how to get there.

Brand Snapshot

It's helpful to set SMART goals as it keeps all of us on the same page and moving in the same direction. Some great goals would be to increase leads by 25%, reduce admin costs by 10%, or even just make our brand look better online.

With this in mind, what are the top 5 business needs of your new website?

EG: 20% increase in sales in 6 months, 30% increase in membership this year, reduce admin costs by 15% in 3 months

Goal #1

Goal #2

Goal #3

Goal #4

Goal #5

What about your current website serves your business well?

Who are we building this website for?

1. Tell us about your ideal customer? Who are they? How old are they? What gender are they? Where do they hang out online? What are they interested in?

2. What are the top 5 reasons your ideal customer will visit your website? EG: find information about your services, ask questions, pricing, education?

Design Concept

The creative part of your website is typically the most fun :). With Muletown Digital your design will not ever be a "surprise" - you'll see leading concepts up to the actual design to make sure it's tailor built for your clients. Read more about our process.

1. How should people feel when they interact with your company online? Safe, edgy, excited, cool, part of the family?

2. Do your competitors have websites? If so, please list them so we can make sure you mop the floor with them :)

3. Tell us about your competition. Who else is grabbing the eyes of your audience and you think what they are doing might be working?

4. Are there any other websites in particular that you like the design of? Why do you like it?

5. Do you have a current logo that you are satisfied with?

5. Do you have a branding guide for us to follow?

What Does Success Look Like for you and your business?

1. If we were at a party tomorrow celebrating a successful website strategy in a year, what would that look like? How may website visitors? How many leads? How many sales? Tell us everything you can here.

2. Anything else you want to tell us? Favorite color? Random facts? We love random facts...

When completed please scan and email to hello@muletowndigital.com