



## Website Copywriting Questionnaire

3PRIME, LLC. / SpiderGourmet

### Document Purpose

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The following questions provide us with the information we need to write compelling, informative content for your website. Please provide as much information as possible. When you send this to us, please include images wherever possible. These are used to provide context and visual stimulation alongside the content we'll be supplying for your website.



Send your answers either by fax or email, email is preferred.

**Fax:** 888-421-4608

**Email:** [copywriting@3-PRIME.com](mailto:copywriting@3-PRIME.com)

### Instructions

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When filling out this form please keep in mind that honesty and originality are really the best policy. There are millions of websites out there and one of the best ways for your site to have success is by creating a site that is original and authoritative.

- What is your background and what led you to create this company (website)?
  
  
  
  
  
  
  
  
  
  
- What are some philosophies or terms that are specific to your industry that would help us when researching topics for your site?
  
  
  
  
  
  
  
  
  
  
- When was your company founded?

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- Do you have phrases or specific content you would like worked into the web page?
  
  
  
  
  
  
  
  
  
  
- Does your company have a slogan?
  
  
  
  
  
  
  
  
  
  
- Do you have anything interesting to share about you or your business? Ideally it should highlight some positive qualities of your business.
  
  
  
  
  
  
  
  
  
  
- Have you or your company received any awards or accolades?
  
  
  
  
  
  
  
  
  
  
- What is the top brand in your industry?
  
  
  
  
  
  
  
  
  
  
- What are some of the most frequent questions asked by customers in pertaining to your services?



- Photos are a great way of enriching and adding character to a website; do you have any for this specific use?
  
- Please provide you preferred public contact information:
  
- What makes the company stand out in its industry?
  
- What are some of the highlights of last year and what changes to expect in the next three months?
  
- How big is your company? How many people are employed?
  
- And then finally, do you have any basic thoughts on the structure or theme of your site?

**We thank you for your time and your input and we're confident that together we'll be able to create your ideal website.**