Website JumpStart Questionnaire

The goal of our Website JumpStart Questionnaire is to outline your initial goals around budget, timeline, copy, and design. We'll review answers and options in a website discovery call.

Desired project completion date?

Important milestones or deadlines (e.g., tradeshow, product launch)?

Estimated project budget?

Estimated website size?

Start with 8 pages for Homepage, About, Services/Solutions Hub, Resources/Blog Hub, Contact, Thank You, 404, and Privacy Policy.

exclude blog posts and download landing pages

- 10 pages or less
- 10-20 pages
- 20-50 pages
- 50-80 pages
- 80+ pages

How much of the site will involve updating existing content versus creating a brand-new look, feel, and copy?

- Mostly updating the existing website with minor changes
- A mix of updating the existing website and creating new copy/creative elements
- Primarily a brand-new look, feel, and copy
- Unsure at this time

Any specific integrations needed (e.g., CRM, ecommerce, language variations)?

Are you interested in incorporating any of these features? Check all that apply.

- History/timeline
- Job openings with descriptions
- Quick stats/ticker functionality
- Client or partner logos
- Banner/pop-up (customer announcements, product updates, latest resource, etc.)
- Search bar (typically for ecommerce or larger sites)
- Map of locations

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COPY OPTIONS

Sagefrog's involvement in content development; choose one:

Sagefrog leverages existing website copy and edits to fit new pages

Client provides new copy and Sagefrog edits to fit new pages

Client provides notes and resources and Sagefrog writes the content

Client SMEs participate in content workshop(s); Sagefrog writes the content

DEVELOPMENT OPTIONS

Yes   No   **Will you leverage Sagefrog to migrate blogs, resources, locations, products, or other archived data from the current website to the new one?**

Yes   No   **Will you leverage Sagefrog for essential website maintenance and plugin updates?**

Choose a post-launch content management workflow:

Sagefrog will manage website content updates

Sagefrog and Client will both manage content updates

Client will manage website content updates

CREATIVE OPTIONS

Sagefrog's involvement in creative development; choose one:

Sagefrog adheres strictly to existing brand guidelines

Sagefrog leverages existing brand guidelines and suggests additional enhancements

No brand guidelines exist; Sagefrog brings a new perspective and enhancements to other brand or marketing visuals

Website inspiration; choose one:

Client provides competitor or favorite sites as inspiration

Sagefrog follows the established look and feel of a parent/partner company

Sagefrog provides site inspiration based on expertise and industry knowledge

Sagefrog's involvement in website imagery; choose one:

Client provides imagery for direct use across the new website

Client provides imagery and Sagefrog edits, retouches, or otherwise reworks

Sagefrog sources all creative imagery

Beyond Stock photography, are you interested in any of the following customizations? Check all that apply.

Custom photography   Animations   Custom diagrams

Illustrations   Charts and graphs   Videos