Website Information

Before work can begin on your website, we will need this form **along with all images, videos, and logos needed for your site**. Once we have this information, we'll get the website build put on our schedule. Please feel free to ask on Slack about any questions you're unsure about or schedule an appointment for one of our team members to help you.

**Client Name:**

**Date:**

**Business Name: Affinity Dental**

**Business Address: 377 N Vernal Ave, Building C, Vernal, Utah 84078**

**Business Phone Number:435-789-3374**

**What is the main thing you want to have happen when a person comes to your site? (This would be something like make a purchase, schedule an appointment, sign up for an email list, etc.):**

| **We want them to be able to access our patient portal where they can make a payment, check for their upcoming appointments and fill out their new patient paperwork.** |
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**Is there a theme you'd like to incorporate into your website? (Please watch the video about themes if you haven't already.)**

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**Find four websites that you like. List the business’ name, URL, and the things you like and dislike about the website.**

| **Business Name** | **Business URL** | **Things you like/dislike** |
| --- | --- | --- |
| **Micheal Smuin DDS** | **SmuinDental.com** | **We like that patients can apply for care credit and that they can watch educational videos on procedures they may be receiving.We disliked that it could be updated with a more modern look.** |
| **Advanced Dental** | **vernaldentist .com** | **Their page looks very professional and updated. We dislike that there is not a lot to it. Also at the top in green there is a help wanted tab that is cheesy.** |
| **Tomlinson Dental** | **tomlinsondental.com** | **We like that there is a drop down for the services they offer and that you can click on each individual one. We also like all of the options you have with the patient resources drop down. The website also looks nice and put together.** |
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**Please describe the desired look of your website with a list of a few adjectives or short phrases.**

| 1. **We want a professional and modern look to the website.** |
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| 1. **We would like it to be easily accessible and user friendly.** |
| **3.** |

**List a few words that you want people to associate with your brand/company.**

| **1.Honest** |
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| **2.Affordable** |
| **3.Happy Patients** |

**Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features?**

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**How much time will you be able to spend online, responding to inquiries that come in via your website? Once a day? Several hours a day?**

| **A few hours a day** |
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**What basic pages do you envision on your website?**

| * Home * Contact Us * About Us * Directions | * Services * Bios * FAQs |
| --- | --- |

**What other features do you envision on your website?**

| * Search * Video * Testimonials * Post OP Instructions * Image Gallery | * Online Payments |
| --- | --- |

**Are there any other pages/features that weren't listed above that you want on your site?**

| **Patient resources option that has our financial options and where they can access our patient portal.** |
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**Are you planning to do online sales? If so, what is the product, and how many items do you want to sell online?**

| **no** |
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**If you’re planning to sell online, are you set up to accept credit cards?**

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**Do you have any business images or videos that you would like to use on the site? (If yes, please add high-quality images to your Google Drive folder).**

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**Do you have legal permission to use any images or videos you have provided? Do any images or videos require attribution?**

| **Yes, and you can use any pictures from our facebook or instagram page as well.** |
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**If you would like testimonials on your site, please paste them below:**

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**Please tell us the history of your business or something about how or why your business was created. (This will be used to create an About Us page).**

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**Do you have any special deadlines for the website? (Since we work on multiple websites and have many projects, we may not always be able to meet rush deadlines.)**

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**Do you have any additional comments or questions?**

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