

Basic Information

Company Name	Sprintpak Inc
Company Address	11820 Black River School Rd Homerville, Ohio 44235 United States Map It
Name	Robert Rodman
Email Address	sprintpak@aol.com
Phone Number	(330) 948-4141
Do you currently have a website?	Yes
What is the domain name?	www.sprintpak.com
Please describe your organization in a few sentences.	Packaging, kitting, product assembly, custom pallets and crates.
What are we going to do for you?	Build a new Website?
Your Feelings on Your Current Site	
Why do you feel a new / updated website is right for your company at this time?	Old site is dated and needs new information and images
Do you have a slogan or tagline?	We Put All The Pieces Together
What do you LIKE most about your current website?	Easy to navigate and tells what we do in fewest words possible
Is there anything you DISLIKE about your current website?	Its a bit old and hasn't been redesigned in a while
Competitive Analysis	
Please list any websites that you like (in or out of your industry) and comment on what you like about them.	I'm not impressed by any of them
Do you have goals (long term and / or short term) for your website?	I want it to impress prospects and customers with creativity and generate organic search results
Identifying Your Audience	
Who is your typical customer?	Good question. We ideally want companies that are medium sized, 10-50 million a year in sales that are not subsidiaries of larger ones, that allow buying decisions to be made locally and that don't call themselves "global" and call their buyers "buyers" and not "supply chain managers". Definitely do NOT want Fortune 500 companies.
What are the key reasons why your customers will be visiting the site?	

Marketing / Website Questionnaire : Entry # 306

To find the products and services we provide.

Please list some features or unique functionality that you might want to include on your new website.

Customer Login Portals that we can set up as we get new customers.

Colors & Visual Preferences

What colors would you like in the design of your new website?

Complimentary to our new logo colors

Please rate the following from 1-5 as it relates to the terms.

Basic / Detailed

3

Masculine / Feminine

3

Adult / Childlike

2

Simple / Complex

2

Monotone / Colorful

4

Subtle / Bright

3

Quiet / Loud

3

Serious / Playful

4

Classic / Modern

4

Realistic / Cartoonish

3