

Provider Name:	
Contact Name:	Provider Phone Number: () -
Provider E-Mail:	Provider Web Address: www.

1.1	# of Staff: _____	% of Staff with Hospitality Background: _____
1.2	# of Clients: _____	% of Clients in Lodging Industry: _____
1.3	Is a support line available for emergencies?	<input type="checkbox"/> Yes <input type="checkbox"/> No
1.4	Is the company dedicated to adhering to Google provided guidelines?	<input type="checkbox"/> Yes <input type="checkbox"/> No
1.5	Is the company committed to the ongoing Education of their clients? If Yes... - How is that Education provided? <i>(Check all that apply)</i> <input type="checkbox"/> One-on-One <input type="checkbox"/> Group Classes <input type="checkbox"/> Video Access <input type="checkbox"/> Webinars <input type="checkbox"/> E-Mail / Newsletters - How often is newly updated education taught or made available? <input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Sporadically	<input type="checkbox"/> Yes <input type="checkbox"/> No
1.6	Is the company devoted to supporting the health of client's Overall Web Presence?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Part 2: Website Development

2.1	What Type of Website Design will you be purchasing? *Google's preferred method is Responsive <input type="checkbox"/> Responsive* <input type="checkbox"/> Dynamic / Adaptive <input type="checkbox"/> Separate <input type="checkbox"/> No Mobile Design	
2.2	Will all Plug-ins used in the Website design be investigated for quality and Google performance by the Webmaster?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.3	Will you be provided a CMS: Content Management System? If Yes... - What Type of CMS? _____ - Who is responsible for installing all ongoing CMS Security, Maintenance and Plug-in Patches? <input type="checkbox"/> You <input type="checkbox"/> The Web Designer <input type="checkbox"/> The Hosting Company	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.4	Will all pages on the Website Pass Google's Mobile Friendly Test?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.5	Will all pages on the Website score in GREEN in Google's Page Speed Insights Test? - If testing does not result in GREEN scores can the reason "why not" be explained? <input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.6	Will Local NAP+W+GEO Schema / Rich Snippet Code be included on all Website pages?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.7	Will Google Analytics (GA) be installed? If Yes... - What version of GA will be installed? <input type="checkbox"/> Classic / Traditional <input type="checkbox"/> Universal - What GA account will be used? <input type="checkbox"/> Your existing GA Account <input type="checkbox"/> A new GA Account will be created	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.8	Will E-Commerce Tracking be installed?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.9	Will the Google Search Console be installed?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.10	Are Google Publisher Tags installed on the Home Page?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.11	Is a Blog included as part of the Website? If Yes... - Will it follow a standard Blog file structure? <input type="checkbox"/> Yes <input type="checkbox"/> No - Will all existing Blog posts be imported into the new site? <input type="checkbox"/> Yes <input type="checkbox"/> No - Will a feed from the Blog be included on the Website? <input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.12	Who will write the Website content, including quality search wording, for all Website pages? <input type="checkbox"/> You <input type="checkbox"/> The Web Developer <input type="checkbox"/> A combination of both You and the Web Developer	
2.13	Who will write and install the On-Page SEO Titles and Descriptions for all Website pages? <input type="checkbox"/> You <input type="checkbox"/> The Web Developer <input type="checkbox"/> A combination of both You and the Web Developer - Will the SEO work follow Google's Search Engine Optimization Starter Guidelines? <input type="checkbox"/> Yes <input type="checkbox"/> No	
2.14	Is there an On-Page SEO Plug-in included? If Yes, what is the Plug-in name? _____	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.15	Are Social Media Use Buttons included on all pages?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.16	Are Social Media Share Buttons included on all pages?	<input type="checkbox"/> Yes <input type="checkbox"/> No

2.17	Will Mobile driving directions be installed?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.18	Are you permitted to keep your current reservation system?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.19	Does the Webmaster provide and support existing E-Mail account transfers?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.20	Are Professional Photography Services available?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.21	Are Professional Logo Design Services available?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.22	Are Professional Videography Services available?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.23	Are Professional Print Services available?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Part 3: Local Support

3.1	Are Google My Business (GMB) Support and Optimization Services available?	<input type="checkbox"/> Yes <input type="checkbox"/> No
3.2	Are Google Reviews and Reputation Management Services available?	<input type="checkbox"/> Yes <input type="checkbox"/> No
3.3	Are NAP+W (Name Address Phone Website) Review, Recovery and Support Services available?	<input type="checkbox"/> Yes <input type="checkbox"/> No
3.4	Are NAP+W (Name Address Phone Website) Change Evaluation and Support Services available?	<input type="checkbox"/> Yes <input type="checkbox"/> No
3.5	Are In-Bound Link Checking, Recovery and Support Services available?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Part 4: Ongoing Marketing

Select all that Apply

4.1	Blog Posts	<input type="checkbox"/> Will Setup Blog	<input type="checkbox"/> Will Post	<input type="checkbox"/> Not Provided
4.2	Social Media (SM) Posts	<input type="checkbox"/> Will Setup SM Accounts	<input type="checkbox"/> Will Post	<input type="checkbox"/> Not Provided
4.3	YouTube	<input type="checkbox"/> Will Connect YouTube Account	<input type="checkbox"/> Will Post	<input type="checkbox"/> Not Provided
4.4	Newsletter Marketing	<input type="checkbox"/> Will Setup Newsletter Format	<input type="checkbox"/> Will Ship	<input type="checkbox"/> Not Provided
4.5	PPC (Pay Per Click) Marketing	<input type="checkbox"/> Will Setup PPC Account	<input type="checkbox"/> Will Manage	<input type="checkbox"/> Not Provided
4.6	Remarketing	<input type="checkbox"/> Will Setup a Remarketing Account	<input type="checkbox"/> Will Manage	<input type="checkbox"/> Not Provided
4.7	Reputation Management		<input type="checkbox"/> Will Manage	<input type="checkbox"/> Not Provided
4.8	Press Releases		<input type="checkbox"/> Will Manage	<input type="checkbox"/> Not Provided
4.9	Web Presence (SERP) Monitoring		<input type="checkbox"/> Will Provide	<input type="checkbox"/> Not Provided
4.10	Competitive Marketing Analysis		<input type="checkbox"/> Will Provide	<input type="checkbox"/> Not Provided

Part 5: E-Mail / Website Hosting

5.1	Who is responsible for your E-Mail Hosting?	<input type="checkbox"/> You <input type="checkbox"/> The Webmaster
5.2	Will your E-Mail provider offer a Webmail interface?	<input type="checkbox"/> Yes <input type="checkbox"/> No
5.3	Will your E-Mail provider offer you the ability to sync your E-Mail, Calendars and Contacts to your mobile device(s)?	<input type="checkbox"/> Yes <input type="checkbox"/> No
5.4	Who is responsible for your Website Hosting?	<input type="checkbox"/> You <input type="checkbox"/> The Webmaster
5.5	Who is responsible for your Website Backups?	<input type="checkbox"/> You <input type="checkbox"/> The Webmaster
5.6	How often will your Website content be backed up?	<input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly
5.7	Does the Webmaster limit the number of Websites on the server for better response time?	<input type="checkbox"/> Yes <input type="checkbox"/> No
5.8	What is the expected Up-Time of the Webmaster's Server(s)?	_____ %
5.9	Does your Webmaster provide / guarantee multiple Webservers and load balancing, which will reduce downtime and slow page load issues?	<input type="checkbox"/> Yes <input type="checkbox"/> No
5.10	Will your Website data be replicated "real time" to a backup data center in a different geographic location, in order to provide disaster recovery in case of a catastrophe at the main data center?	<input type="checkbox"/> Yes <input type="checkbox"/> No
5.11	Has the Webmaster's Server(s) been blacklisted in the past 30 days?	<input type="checkbox"/> Yes <input type="checkbox"/> No

5.12	Has any Website built and hosted by the Webmaster been hacked in the past 60 days?	<input type="checkbox"/> Yes <input type="checkbox"/> No
5.13	If your Website is hacked, will the Webmaster take full responsibility to fix the hack?	<input type="checkbox"/> Yes <input type="checkbox"/> No
5.14	Does the Webmaster use Tools or an Experienced Server Technician to investigate and resolve hacking situations?	<input type="checkbox"/> Tools <input type="checkbox"/> Technician <input type="checkbox"/> Both

Part 6: Ownership and Pricing

Ownership

6.1	Who retains the legal ownership of your Domain Name (DNR Registration)?	<input type="checkbox"/> You <input type="checkbox"/> The Webmaster
6.2	Who pays the yearly registration fees for your Domain Name (DNR Registration)?	<input type="checkbox"/> You <input type="checkbox"/> The Webmaster
6.3	Who retains the legal ownership of the completed Website design?	<input type="checkbox"/> You <input type="checkbox"/> The Webmaster
6.4	Do you have the legal authority move the Website and all its functionality to a new hosting company of your choice? <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> Yes, after a period of time <i>What is that period of time?</i> _____	

Payment Structure

6.5	Payments will be made?	<input type="checkbox"/> In Advance <input type="checkbox"/> In Arrears
6.6	Payment schedule?	<input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Yearly
6.7	Payment types accepted?	<input type="checkbox"/> Check <input type="checkbox"/> Credit Card <input type="checkbox"/> ACH
6.8	Payments are applied?	<input type="checkbox"/> Automatically <input type="checkbox"/> After an Invoice review period

Pricing Breakdown

6.9	Website Development	<input type="checkbox"/> Flat Rate <input type="checkbox"/> Monthly Fee <input type="checkbox"/> None or N/A	\$ _____	If a Monthly Fee, Calculate Total Website Cost - Total after 1 Year \$ _____ (X 12) - Total after 2 Years \$ _____ (X 24)
6.10	Ongoing Marketing	<input type="checkbox"/> Fixed Rate <input type="checkbox"/> % of Sales <input type="checkbox"/> None or N/A	\$ or % _____	Billed: <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Yearly Additional Setup Fees? \$ _____ PPC / Remarketing Ad Costs? _____
6.11	Ongoing Support	<input type="checkbox"/> Pre-Pay Plan <input type="checkbox"/> Pay-as-You-Go Plan <input type="checkbox"/> None or N/A	\$ _____	Billed: <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Yearly Pay-as-You-Go Hourly Rate? \$ _____
6.12	Website Hosting	<input type="checkbox"/> Webmaster <input type="checkbox"/> Other <input type="checkbox"/> None or N/A	\$ _____	Billed: <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Yearly Additional Setup Fees? \$ _____
6.13	CMS Updates <i>- Including Security, Plug-in and Maintenance Patches</i>	<input type="checkbox"/> Webmaster <input type="checkbox"/> Hosting Company <input type="checkbox"/> None or N/A	\$ _____	Billed: <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Yearly
6.14	E-Mail Hosting	<input type="checkbox"/> Webmaster <input type="checkbox"/> Other <input type="checkbox"/> None or N/A	\$ _____	Billed: <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Yearly Additional Setup Fees? \$ _____
6.15	Reservation Fees <i>- If the Reservation System is provided by the Webmaster</i>	<input type="checkbox"/> Fixed Rate <input type="checkbox"/> % of Sales <input type="checkbox"/> None or N/A	\$ or % _____	Billed: <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Yearly Additional Setup Fees? \$ _____
6.16	OTA Fees <i>- If the OTA connections are provided by Webmaster</i>	<input type="checkbox"/> Fixed Rate <input type="checkbox"/> % of Sales <input type="checkbox"/> None or N/A	\$ or % _____	Billed: <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Yearly Additional Setup Fees? \$ _____
6.17	Professional Photography <i>- If provided by Webmaster</i>	<input type="checkbox"/> Fixed Rate <input type="checkbox"/> None or N/A	\$ _____	- Total Amount for Photoshoot? \$ _____ - Total Amount for T&E? \$ _____
6.18	Ongoing Education	<input type="checkbox"/> Fixed Rate <input type="checkbox"/> None or N/A	\$ _____	Billed: <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Yearly

Referral 1	Referral 2	Referral 3
Inn Name: Contact: Years w/ Company: Phone: URL:	Inn Name: Contact: Years w/ Company: Phone: URL:	Inn Name: Contact: Years w/ Company: Phone: URL:
Test for Responsive Web Design http://acorn-is.com/responsive-test		
<input type="checkbox"/> Pass <input type="checkbox"/> Fail	<input type="checkbox"/> Pass <input type="checkbox"/> Fail	<input type="checkbox"/> Pass <input type="checkbox"/> Fail
Test for Mobile Friendly Web Design https://www.google.com/webmasters/tools/mobile-friendly/		
<input type="checkbox"/> Pass <input type="checkbox"/> Fail	<input type="checkbox"/> Pass <input type="checkbox"/> Fail	<input type="checkbox"/> Pass <input type="checkbox"/> Fail
Test for Google Usability and Performance https://developers.google.com/speed/pagespeed/insights/		
Mobile Speed Score: _____ <input type="checkbox"/> Green <input type="checkbox"/> Yellow <input type="checkbox"/> Red Mobile Usability Score: _____ <input type="checkbox"/> Green <input type="checkbox"/> Yellow <input type="checkbox"/> Red Desktop Speed Score: _____ <input type="checkbox"/> Green <input type="checkbox"/> Yellow <input type="checkbox"/> Red	Mobile Speed Score: _____ <input type="checkbox"/> Green <input type="checkbox"/> Yellow <input type="checkbox"/> Red Mobile Usability Score: _____ <input type="checkbox"/> Green <input type="checkbox"/> Yellow <input type="checkbox"/> Red Desktop Speed Score: _____ <input type="checkbox"/> Green <input type="checkbox"/> Yellow <input type="checkbox"/> Red	Mobile Speed Score: _____ <input type="checkbox"/> Green <input type="checkbox"/> Yellow <input type="checkbox"/> Red Mobile Usability Score: _____ <input type="checkbox"/> Green <input type="checkbox"/> Yellow <input type="checkbox"/> Red Desktop Speed Score: _____ <input type="checkbox"/> Green <input type="checkbox"/> Yellow <input type="checkbox"/> Red
Test for Local Schema / Rich Snippets https://developers.google.com/structured-data/testing-tool/		
<input type="checkbox"/> Pass <input type="checkbox"/> Fail <input type="checkbox"/> Partial	<input type="checkbox"/> Pass <input type="checkbox"/> Fail <input type="checkbox"/> Partial	<input type="checkbox"/> Pass <input type="checkbox"/> Fail <input type="checkbox"/> Partial
Comments from Referrals		