

# Advecto Media

## *Digital Marketing Agency*



Web design questionnaire ensures great partnership, successful project and the time invested will pay 10 fold.

# Questionnaire

2023

Digital Marketing Agency

**Website**

[advectomedia.co.uk](http://advectomedia.co.uk)

**Presented by:**

ADVECTO MEDIA

# Website Questionnaire



**Questionnaire paves the way for a successful project and minimizes the chance of miscommunication.**

To ensure great partnership and successful project, it is paramount to be on the same page with a clear direction from the beginning. Digital design and marketing is a very complex venture and time invested to answer the questionnaire and create the proposal the right way, will pay 10 fold.

**What is the main goal of your website?** The underlying goal influences many things, including the website structure, what features and elements will you need, and what information should be highlighted.

# The Questionnaire

## ON SETTING GOALS

1. What is your brand's goal and overall purpose?
2. What do you hope to achieve and how will you know you have achieved it?
3. What is working for you (and not working) right now?
4. How often do you publish new content?

## ON KNOWING YOUR AUDIENCE

5. Who is your target audience, what social platforms do they use and how does your brand engage them? What problems can you help them solve? What topics, issues, and sources of information matter to them? What type of content does your audience respond to best?
6. What does your audience say about you and what do you want your followers to know about your brand?

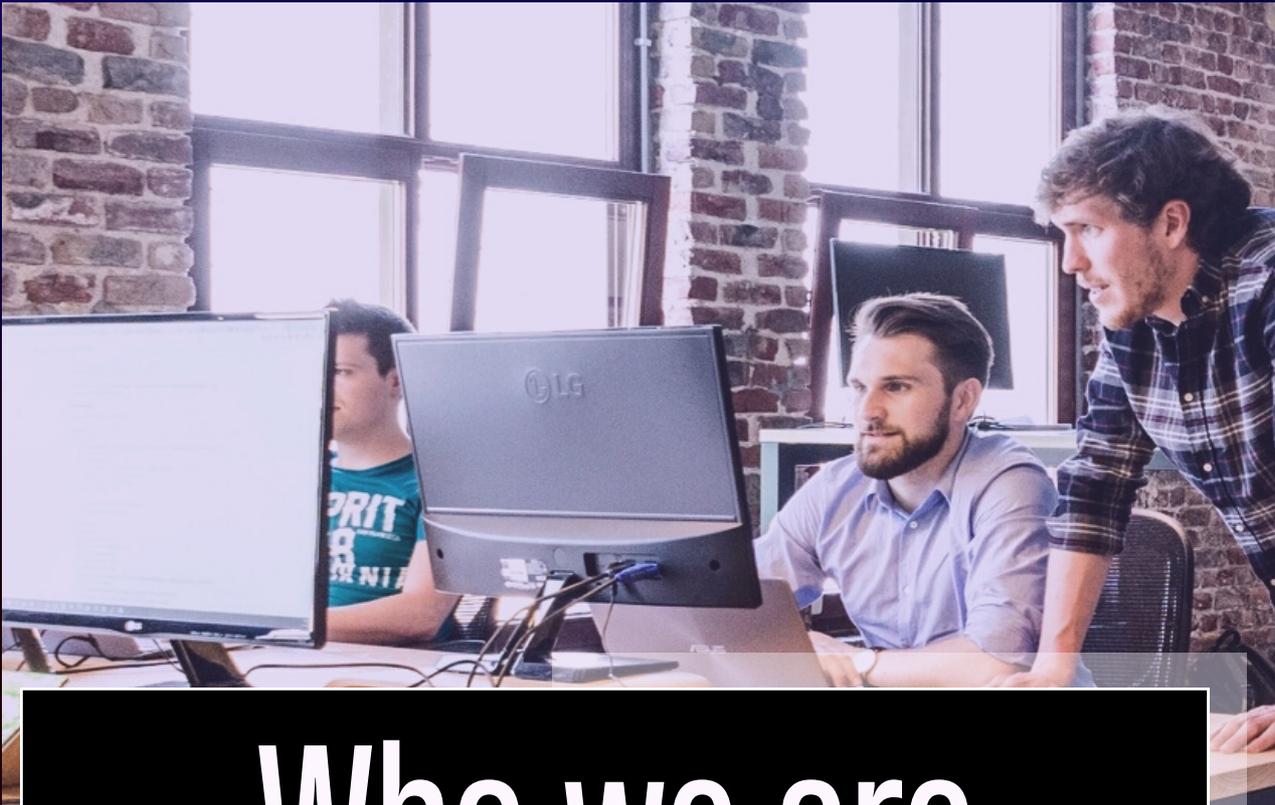
## ON DEFINING YOUR BRAND

8. What is your brand's tone of voice?
9. What emotions do you hope to convey through visuals and messaging?

## ON PLANING CONTENT

11. What type of content best supports your content marketing mission? What are the main topics, keywords, and categories?
12. Do you use social media to provide customer service?

**WE WILL SEND YOU THE DETAILED QUESTIONNAIRE WHEN YOU START WITH ONE OF OUR WEBSITE DESIGN, SM OR SEO PLANS.**



# Who we are

Advecto Media was founded in January 2016, incorporated in England and Wales. CRN: 009933851

*We use best practices combined with over 15 years of expertise to help companies and local businesses grow their clients base and increase revenue.*

Our team of highly efficient developers and Digital Specialists will craft a bespoke digital strategy in line with your business objectives.

**WE ARE ON A MISSION TO REACH  
THE GOALS OF OUR CLIENTS**

# Testimonials

Tried and Tested Strategy for Impressive Results! Making you successful is our priority. We are your trusted partner using reliable technology and services to make goals and progress possible.



**Mathew**  
Director

We started from humble beginnings and thanks to AdVecto Media, we went from local to a national company in 6 months.



**Bernadette**  
Manager

AdVecto Media created clean, fresh website, helped with traffic and SEO. Fantastic from start to finish.



**Raymond**  
Cyber Security

AdVecto Media proposed a design that managed to further increase the value of our services.



**Julie**  
Accountant

We will be using Advecto Media in the future for SEO, to manage our websites and digital presence.

# Case Study

FROM LOCAL TO A NATIONAL  
COMPANY IN 6 MONTHS



**Mathew**  
Director

We started from humble beginnings and thanks to Advecto Media, we went from local to a national company in 6 months.



**INCREASED ROI AND  
GROWTH BY 300%**

Here is what Mathew said about collaboration with Advecto Media.

*"We started from humble beginnings and thanks to Advecto Media, **we went from local to a national company in 6 months. Our turnover has gone up by 300%** and we will be using them in the future."*

Hope these video testimonials will help you make an educated decision about collaborating with us. Let us know about your goals and how we can help, we look forward to working with you.

[CLICK HERE TO WATCH MATHEW'S VIDEO REVIEW](#)





# Healthy Website

A healthy website means a better user experience, increased web traffic, and higher search engine rankings for your web pages. Consistent, automated website maintenance is important, and the key issues you should monitor to ensure your site always meets user expectations.

Website maintenance covers a range of services, from routine website checks and maintenance, to content optimization, to security audits. These services offer you deeper insights into how to improve your website performance in order to achieve your broader business goals.

**WE WILL KEEP YOUR WEBSITE FAST, SECURED AND UPDATED**

**Advecto Media:**

London - Manchester  
07507386060

[advectomedia.co.uk](http://advectomedia.co.uk)



# Digital Marketing

Advecto Media Web design and digital marketing services include:

## Monthly Web Design

Web Design Services

Branding Services

SEO Services

## Monthly SEO

Website Maintenance

Graphic Design Services

Ecommerce Services

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# Included in all SEO Plans

Many different elements contribute to site performance, the most important ones to continually monitor for an outstanding website experience are:

## 1. Keeping CMS, scripts, plugins, and CMS add-ons up to date

Prevents your website becoming an easy target for cyber-attacks.

## 2. Fixing broken links

Besides interrupting the user journey, broken links can also hurt your SEO rankings.

## 3. Boosting website readability

Users read web content differently to printed content and are quick to leave if content is too dense. For a visitor to engage and convert, your site needs to speak a language they can relate to. Typos and grammatical errors reflect poorly on your organization and can send your bounce rate skyrocketing.

## 4. Full website backups

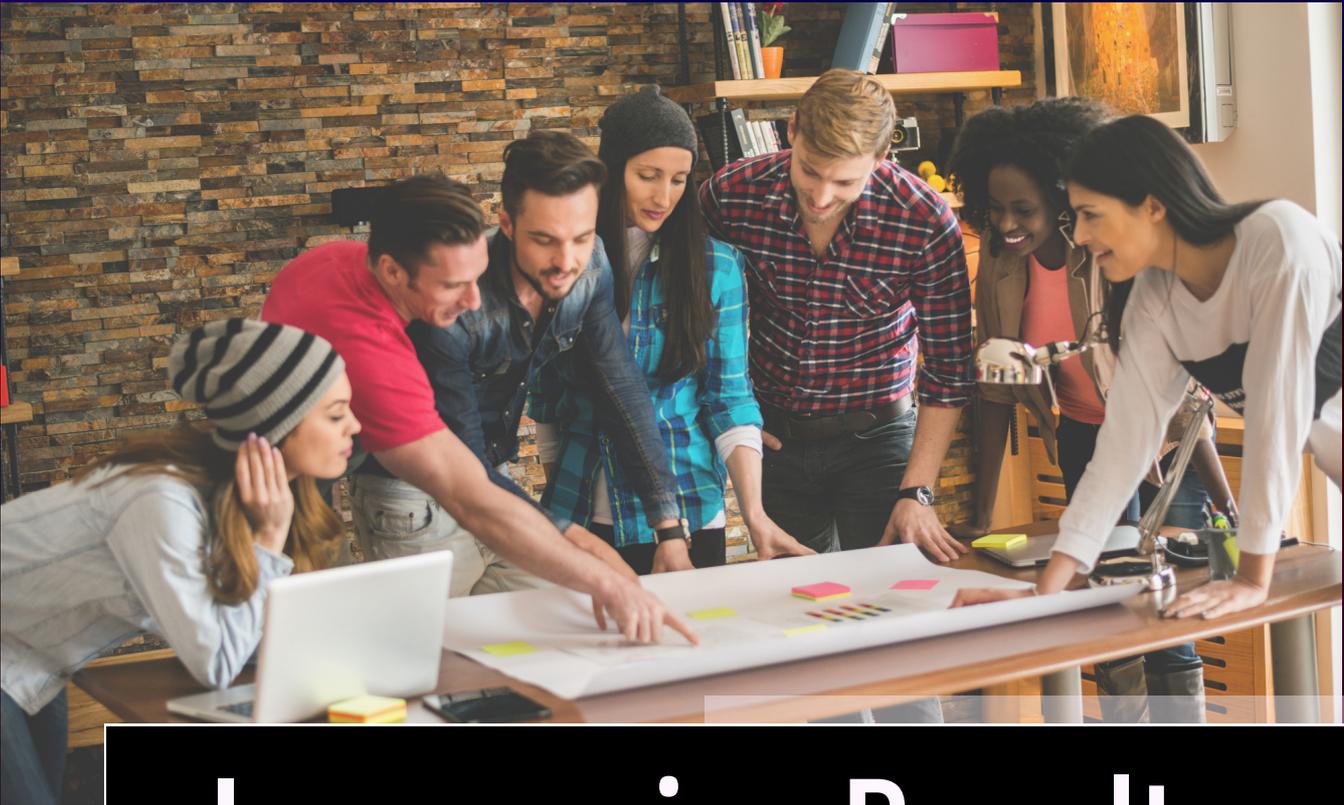
It is smart to be prepared for the worst-case scenario. Making regular code (CSS, themes, plugins, JavaScript, and other files) and content (media files, text, etc.) backups reduces the risk of data loss caused by domain issues, cyber-attacks, natural disasters, or accidental deletion of content.

## 5. Website speed optimization

Page load speed is a major search engine ranking factor – with Google pushing traffic towards sites that provide a fast mobile browsing experience. If your website isn't fast enough, it will impact your bottom line.

## 6. Technical SEO Audit

Every page on your website should be indexable by search engines and meet SEO guidelines.



# Impressive Results

We will recommend the best digital solutions, that perfectly suit your business goals to dominate your industry.

We will help you *reach your business goals, help you grow and thrive by reinforcing what makes you special*. Scale-up your business with our local and national digital services.

We maintain ecommerce and business websites; our plans cover most business needs.

**KEEP YOUR WEBSITE FAST  
SECURED AND UPDATED**



# Advecto Media Plans

Our web design, digital marketing, social media, SEO and website maintenance plans ensure that your brand - your online presence remains healthy and your website operates at optimum levels for you and your site's visitors.

Detailed monthly report sent directly to your inbox.

**BOOK NOW**

FAST - SECURE - UPDATED

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