



MERIDIAN MARKETING GROUP

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Website Strategy & Design









# Website Questionnaire

## Listing the sections of your website

### Job Center

Another interesting feature you may add is a job center page or you may substitute this page with a staff page. You may list information to your visitors on how to apply for a job at your restaurant. You may list available positions in the restaurant to help bring in new employees.

Another option would be to dedicate a page to your staff, either with staff bios and pictures, or post the employee of the month, whatever feature best suits your restaurant we could accommodate in this section.

### **Please check the following options:**

- Job Opportunities
- Where and how to apply:

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- Staff Bios or listing of staff
- Staff photographs
- Employee of the month

Should you choose to include staff Bios and photographs please have your staff fill out the attached bio form and fax them Rachele Fiore at 1-877-399-5044. Please send single pictures of your staff members preferably by email to rachele@mmgusa.com or by mail at the following address:

Meridian Marketing Group  
 Att: Rachele Fiore  
  
 465 McGill, 4th floor  
 Montreal, Quebec H2Y 2H1

### General Details

Please choose 2 - 3 colors that best suit your restaurant. These colors will be used in your website template. Please be as specific as possible.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Would you like a flash animation on your homepage with a couple of quotes or sentences for your restaurant, i.e. "Best Italian Food in Boston since 1964."?

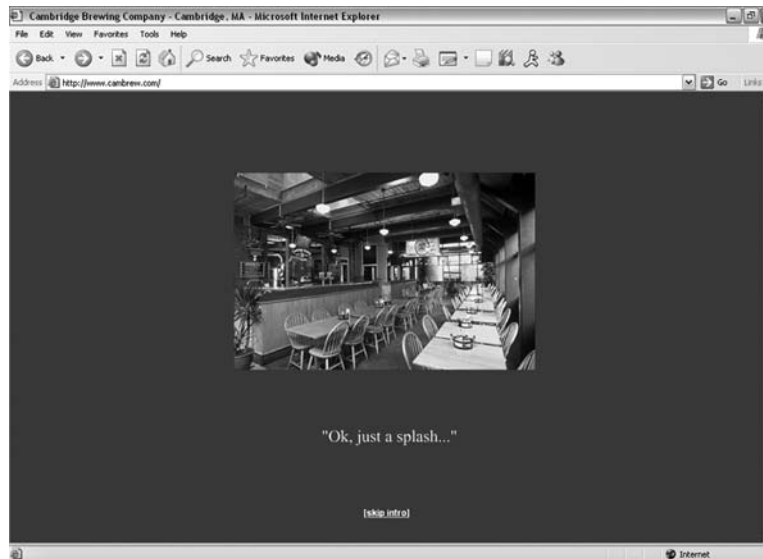
- Yes, please use the following in my quote animation     No.

1. \_\_\_\_\_
- \_\_\_\_\_
2. \_\_\_\_\_
- \_\_\_\_\_
3. \_\_\_\_\_
- \_\_\_\_\_

Would you like an introduction flash animation using a slide show of photographs of your restaurant to appear as the first page ?     Yes.     No.

Please see the following pages for your check list of the materials you need to send to our production team in order for us to start your website. Also see an example of a similar website.

## Flash Animated Introduction



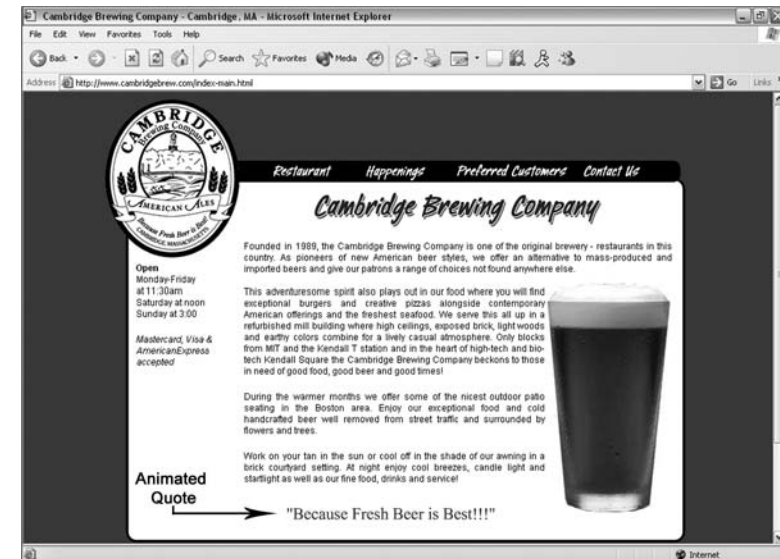
Once the site is visited the music will begin and a slideshow appears with fade ins and fade outs of your restaurant pictures. You may add text animation with the slideshow. A link to skip intro is added for returning visitors that do not wish to wait.

## Menus



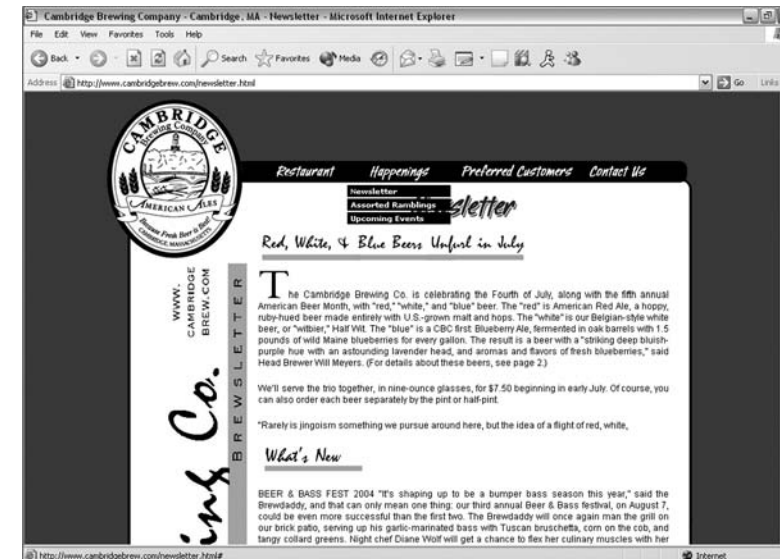
We will add your menu either in a drop down menu as appears in this example or depending on the content of your menus we may add links on the side of the page to each menu. We will try to best match the menu that is used in your restaurant.

## Home Page



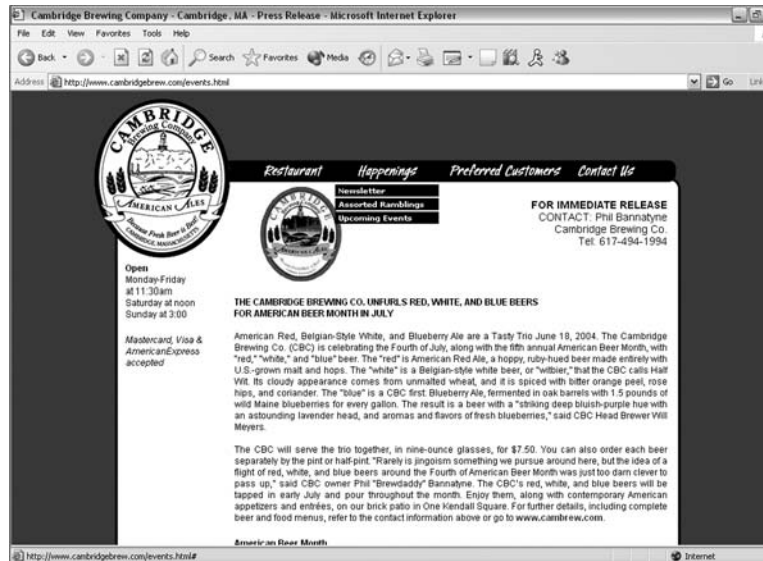
After the animation is done the page will then jump to your home page. This is where your introduction text will appear along with a photograph or graphic image and an animated quote. Please note that this is just an example.

## Newsletter



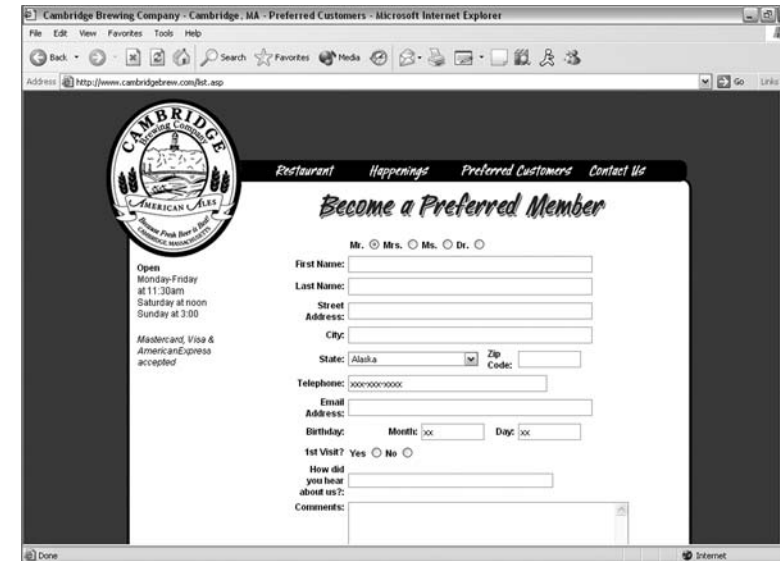
This example demonstrates a newsletter that has been added to the website. We will also add a PDF version for download and an archive of all your old newsletters. We may rename your sections to better suite your restaurants ambience.

## Events



A list of events may be posted as text or with graphics. In this example the restaurant sends emails to their patrons on a regular basis so they post the same text that has been emailed. Links may be added as well as email addresses.

## Adding to Your Database



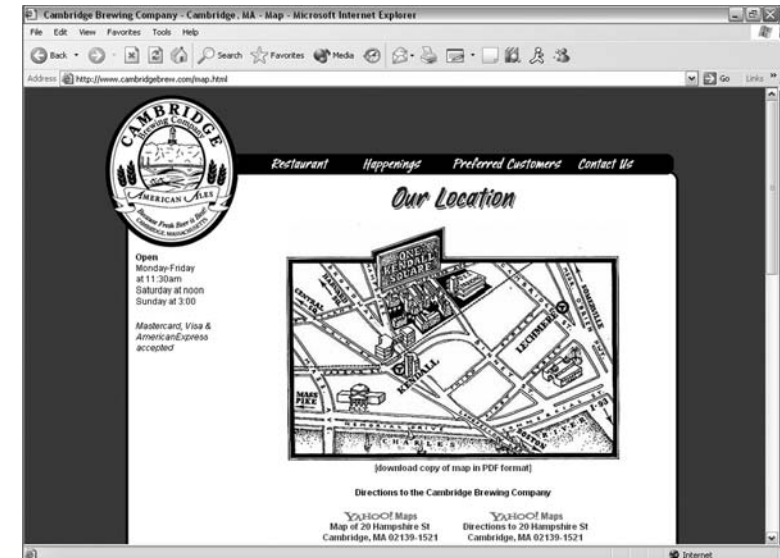
This is what the form will look like on your website. At the bottom of this form in a reset button to clear all the information that has been typed in already and a submit button to submit the information that has been typed in.

## Contact



This page will appear with all your contact information a live link to your email a technical support email to our support team. We may add photographs of your restaurant or we may find a suitable graphic. This section is flexible.

## Map/Location



We may provide a map for you but in this example the restaurant provided their own map. A link is included below to driving directions and a more interactive map to view areas around your location.