

Faith-Builders Questionnaire

Please complete this information and return to the below address. All replies will be kept strictly confidential. The information you provide will help us design, build, and initialize your website. If you should have any questions, please call us toll-free at **1-888-246-7883** or email us from our website www.faith-builders.net contact page. Please mail all completed questionnaires and accompanying materials to:

Faith Builders
319 N Penn Street
Aberdeen, SD 57401

General Info

1. Have you purchased a domain name for your church?
2. If yes, what is the domain name?
Where did you purchase it from?
3. Is this a new website project, or are you transferring from an old website?

4. Church Name:
5. Church Address 1:
6. Church Address 2:
7. Church City:
8. Church State: Church Zip Code:
9. Church Phone:
10. Church email (if applicable)

11. Contact Name:
12. Contact Address 1:
13. Contact Address 2:
14. Contact City:
15. Contact State: Contact Zip Code:
16. Contact Phone: Alternate Phone:
17. Your Email (if applicable)

KEYWORDS

From a traveler's or visitor's point of view, keywords are very important to finding your church both physically and electronically. Therefore, your keywords should focus on both geographical and doctrinal keywords. Example: A church in Hill City, South Dakota, may want to use keywords such as "Mt. Rushmore" and "Black Hills" and "Rapid City" because of their *proximity* while at the same time using keywords that are fundamental to its doctrinal position, such as "biblical inerrancy", etc. Most situations should require no more than 50 unique keywords total. Please enter relevant keywords below, and keep in mind that being a little creative doesn't hurt at all – use any keywords that you think people might use to find your church.

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Theme

Every website has a theme, an overall identity that plays into its pages. Is there anything in your locale, or in your church, that can flavor your website in a distinct way so that it stands out from similar websites? Whether environmental or architectural – such as an A-frame church – what is that special something that makes your church what it is?

MAP

Whether your church is easy to find or not, visitors will almost always need some sort of visual instruction on your location – which brings us to the scrawl part of this questionnaire. Can you scribble/scrawl a map of where your church is located? Remember to place a directional crosshair with “North” written preferably on the top of it. Please be sure to include significant *proximal* highways/landmarks/sites of interest that easily reflect your location. It’s okay to include brief text instructions. We will convert your hand-drawn map into something a little more formal for the website.

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Website Home Page

All websites must contain a Home Page, a Contact Page, and a Doctrinal Statement Page. The Home page is mostly for introduction and search engine indexing. Keywords are used **frequently** throughout the Home page to influence search engines like Google to position the website in search rankings based on relevance and content. Some examples of catch phrases / keywords that ring a bell are “Scofield Bible” and “Independent Baptist Church.” There are many others. Bearing this in mind, do you have any specific ideas for the content of the Home page in terms of written text?

When are your Church, Sunday School, Bible Study, Prayer Night, Choir Practice, etc. times?

Do you have any specific ideas for the images on the Home page in terms of graphics and pictures?

Do you have any color suggestions?

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Website Additional Pages

There are two types of website pages, static and dynamic. Static pages remain for the most part unchanging – good examples are the Contact and Doctrinal pages [hopefully – Praise the Lord!]. Dynamic pages, on the other hand, can be changed manually by *you* or even *automatically*. An example of a dynamic page is a calendar that can be changed by simply logging onto a secure page and selecting a date and typing in an entry. The instant a visitor brings up the calendar page, the changes are visible. And the calendar page's currently displayed month would change *automatically* with the change of the calendar, so to speak.

What additional **static** pages would you like on your site? An example of an additional unchanging web page might be a “Get It Settled Right Now” page with step-by-step instructions on salvation. Or a Scenic Tours page that emphasizes local scenery. Or a Home Visitation Sign-up Page. Or a Frequent Questions page (which can be a real timesaver!). Or a Recommended Bible Study Books Page. Task us!

What additional **dynamic** pages would you like on your site? A calendar page? A shopping cart page to sell books or other merchandise? A select-a-missionary-and-send-a-message-and-donation page? A weekly Bible study lesson page with feedback? An Interesting Bible Facts page with links to relevant websites? The sky's the limit! *Truly, how can we program your website to be a powerful tool for our Lord and Saviour?*

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Website Email Choices – Part I

Spam and viruses are real world problems, and web developers spend an inordinate amount of time devising ways to avoid them.

Email Address Selection: Choose ONE ONLY

1. If you don't have an email address, please make one here (example: pastormike@mychurch.com):
2. If you already have an email address, but don't want to use it for your website (more on security below), please enter a new one here:
3. If you want to use only the email address you already have, please indicate so here:

* * * * *

Multiple Email Accounts

Please contact us regarding different email accounts for different departments in your church if you require them.

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Email Forwarding Option – Aliasing

Email forwarding is called "aliasing." This option allows you to create another alias address that re-directs all mail to your original email address. This works for situations where you don't want everyone to have to change their existing email addresses. (While it's not a secure solution for avoiding viruses and spam, it does however keep your original email address from being visible.) Aliasing is a buffer that allows you to keep your original email address – and its convenience! – while using different email addresses required by new website domains or new email delivery systems.

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Convenience versus Security

The first choice we must make is how your website's visitors can email you. Visitors can email you one of two ways, either by direct email link or by secure email form. Samples of both can be seen on our Doctor Scratch site located at <http://www.doctor-scratch.com/mail.htm>

When a visitor clicks on a **direct email link**, it automatically launches his email software program (Outlook, Thunderbird, etc.) and inserts your email address into the To: box and his address in the From:box. While this is convenient for the visitor, it's also very convenient for spammers and spam crawlers. And it's dangerously convenient to send you an attached virus when direct email link is used.

Conversely, when a **secure email form** is used no one gets to see the recipient's email address – your email address is hidden on the computer server, separate from the web page. No spammer can retrieve your email address and therefore your address can't be harvested to a spam list. But the inconvenience comes from the fact that the visitor must manually type his/her own return email address and will be unable to send attachments.

(If you checked out the two samples on our Doctor Scratch site, you might ask why we used both. The reason is a lot of farmers wanted the multiple option – some only have Yahoo mail accounts and therefore have no active email account software like Outlook or Thunderbird. Plus, they can keep *their* email address secret, too.)

The choice is yours.

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Website Email Choices – Part II

How You Receive Your Email

There are 2 ways to receive email: locally, via an email software client like Outlook or Thunderbird that automatically downloads all email from a computer server, OR; via webmail, like Yahoo or any other webmail account which you can check from anywhere.

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Existing Email Accounts

For the sake of simplicity, we'll happily use your existing email account wherever it's located. No matter what your present email address is, we can program the website to send all email to that address via an alias or secure email form.

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New Email Accounts

If your church's needs require a new email account, we can build just about any email solution – whether you want to download messages locally with email client software AND/OR check your email from anywhere. All we need to do is set up a username and password. Please call or email for instructions.

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Doctrinal Statement

Please attach your church's Doctrinal Statement to this questionnaire.

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Closing Comments

We welcome any and all suggestions for improving our website and services. Please let us know.

ALSO, PLEASE ENCLOSE ALL PICTURES, DOCTRINAL STATEMENT, AND RELEVANT MATERIALS WHEN RETURNING THIS COMPLETED FORM.