



Your responses will help you to define the initial direction of your website content development, and will help give you and your marketing team a clear understanding of your vision. Your input is the foundation upon which successful brand identities are built. This questionnaire will help you identify and articulate the overall goals for the content of your project.

A few helpful tips...

- We recommend that each key decision maker in your organization collaborate on the responses.
- Highlight any questions that may require further explanation or clarification.
- Add any additional comments or notes to the end of the questionnaire.
- Please share any existing material you have that will help audiences get a feel for your business, products and/or services (i.e. tagline, brochures, advertising materials, etc.).

**Please describe your business in a few sentences. Include comments related to the culture and personality of your business.**

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**What is your company's mission statement, vision, philosophy, etc.?**

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**What is there about you and your background that sets you apart for a special (niche) group of potential customers?**

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**What problems do your prospects have that your business solves?**

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**Why do you believe site visitors should do business with you rather than with a competitor? Why do your customers choose you and not someone else?**

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**Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features?**

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**Please describe your potential customers. Pay special attention to their income, interests, gender, age, even type of computer they use. If your website is a business-to-business site, what sort of companies are you hoping to attract?**

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**Please list the name of between 3 and 5 other websites that you like. Why are they attractive to you?**

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**What do you NOT want on your site in terms of content?**

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**If you were using a search engine, what words or phrases would you use to find your site? Which of these words or phrases is most important? Second? Third?**

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On most websites, there are several “standard” pages for which content needs to be developed. Feel free to randomly list your thoughts and ideas in bullet point format, and from that you can develop more thorough and polished content for your website.

**“About Me” Page**

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**“Contact Us” Page**

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**“Products & Services” Page**

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