



Website Marketing Questionnaire

A series of questions designed to help us understand your business in relation to website design & marketing.



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1 Introduction

This questionnaire is designed to give us a better feel for your business so we can correctly design & market your website. Information provided here can help us design the website to the right audience and then promote the website for search engines and other web based marketing tools.

An ulterior motive for the questionnaire is to help you think through what you need a website for. This should hopefully focus both you and us to proceed in a direction that is the most beneficial.

Each heading indicates a subject we are interested in, and the comments are a guide in the sort of information we would like. Answering the questions is optional; however we will understand you better if you provide as much information as possible.

Feel free to add any extra information you feel would be useful in our understating your business and its direction!

(There is a far more in-depth questionnaire available which we can send you if you desire)



2 The Questionnaire

2.1 Contact info

Information on whom to contact related to website matters.

- Name
- Phone
- Email
- Address

2.2 Public Information

Many marketing and promoting activities often require some core information about a business. Being able to provide this information to potential customers increases the ways contact can be made.

- The registered name of the business
- ABN
- Current website addresses
- Public business addresses (don't forget post code, if relevant list the facilities at each address)
- Public Contact Phone numbers and function if appropriate e.g. sales department
- Fax numbers
- Contact email addresses and their function. (include emails to receive events from the website such as sales, contact us)
- Opening hours
- Payment types accepted
- Any marketing information e.g. brochures, logos, videos
- Does the business have any slogans, sound bites or trade marks?

2.3 Customers

- Who are your customers?
- Where are they?
- Age, Sex, Income, Lifestyle?
- Do customers often return for more?
- Do other businesses buy from you?

2.4 Products & Services

- What are they?
- How are they priced and sold?
- What are the benefits they provide to the customer?
- What makes them stand out?
- Are they frequent sales with a small profit or rare sales with a large profit?



2.5 Marketing

- Do you have a marketing strategy?
- What image does your company try to project?
- How big is your identified market?
- What marketing channels do you currently use?
- Are there related markets you could tap into?
- Do you have affiliates or associated businesses?

2.6 Competition

- How competitive is your market?
- Who are your competitors?
- How do they stand out?
- What advantage do you have or would you like to have on your side to make your product sell more than your competitor?

2.7 The Website

- How would you measure a successful website for you?
- Why do you want a website?
- Why do you need a website?
- What is good about your website?
- What is bad about your website?
- What new features would you like?

2.8 Brain Storming Words

Search engines feed of words so choosing the right ones is very important. Provide a list of keywords and phrases which you feel a customer may use when searching for your products or services.

- Put yourself into the mind of your Customers.
- Consider your answers from the previous questions as potential inspiration.

These phrases and your previous answers provide us with the starting point for key phrase analysis. The more phrases provided the better, as they could potentially identify new phrase paths.

2.9 Sell yourself in one sentence

Many websites let you provide a paragraph or two to sell your business. Provide several example paragraphs that promote the business in different ways.

Your words will be used to promote your website on other websites.