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## Website Development Questionnaire

The following questions are designed to help with content development for your website, and so that an accurate quote can be developed to meet your website needs.

Your answers will not be used as text on the website. The knowledge you share, in your own words, will help to develop your website:

- For the right audience.
- Focused on appropriate products and benefits.
- Using search engine friendly keywords and phrases.

You may complete the questionnaire and return it to us, or arrange for one or more interviews, so that we can complete it for you.

### Section I – Contact Information

1. Please list your business name and mailing address. Please provide a contact name, phone number, and email address for the primary person responsible for the website. (**Note:** when completing this form in Microsoft Word, the tables expand to provide any room needed for your response.)

Name of Business	Contact Name
Address	Phone
Address	Email
City, State, Zip	

2. Does your business have more than one location? If the answer is yes, please provide information on other locations you wish listed on your website.

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### Section 2 – Business Information

1. Describe the products/services to be included on the website. Especially indicate how many categories of products or services will be listed, and whether each category needs its own web page.

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2. Are any of your products or services new to the marketplace? Any innovations?

3. Describe the demographics of your customers. Who is your perfect client? (Male or female, family size, location of home, annual income, career, children, lifestyle, hobbies, hopes and dreams.)

4. What does your product or service mean to your customers?

A. What opportunity does it represent? What problem does it solve?

B. List about 6 benefits your product or service brings to the customer.

C. What positive emotion does your product or service evoke? (ex: beauty, craftsmanship, pride, accomplishment, success, safety, freedom, exclusivity, fulfillment, generosity, sentiment.)

D. What is the end result for the customer in doing business with you? (ex: increased profit, greater efficiency, enhanced security, more free time, less stress.)

5. Why do your customers / should your customers choose you over the competition?

6. Guarantees and Warranties. Please describe any offered.

7. Awards and Industry Recognitions.

8. Provide a description of the history of your company, bios of key personnel, and other information that would be useful on an About the Company page. (People are curious; they do want to know all about you. It helps put a human face on who they are dealing with.)

### **Section 3 – Website Considerations**

1. What types of visitors do you expect for your site?

A. Are they ready to buy or comparative shopping? Price hunting? Looking for information?

B. Will they find your website via search engines such as Google and Yahoo, or will they be referred by your existing advertising.

2. What is the primary purpose of your website? (ex: Direct sales of product, provide leads via inquiries, informational resource for customers, internal informational resource, to sell memberships or advertising.)

3. Desired result of a site visit. Describe specifically what you want a visitor to your site to do. (ex: make a direct purchase, fill out a form, send an email, make a call, set an appointment, subscribe to a newsletter.)

4. Frequently Asked Questions. Provide 8 to 12 common questions that you, or your customer service staff, are asked repeatedly. The website can aid in limiting nuisance calls for common info (directions, where do I park, is there a guarantee, what is your return policy, etc.)

5. Keyword brainstorming. List words you believe your *customers* would enter into a search engine such as Google in order to find your product or service.

6. Contact information for the web site. Your business name and address as it will be listed on the site; Contact names, phone numbers, and faxes; Email addresses to list on the web.

7. Among your competitors, what websites do you like, and why?

8. Among your competitors, what websites do you not like, and why?

Thank you for taking the time to complete this questionnaire. It is designed to help focus development efforts so that your website can be created,-- For the right audience; Focused on appropriate products and benefits; Using search engine friendly keywords and phrases.