



Website Content Questions (or Getting it all together!)

To give us a better idea of what information must be included on your website we've created this questionnaire. Even a good copywriter needs help, there are things only you can tell us about your business. **Feel free to include extra pages for answers if necessary.** Not all questions will be applicable to your business, just answer the ones you can and leave the rest to us – **copywriting is included with all of our web projects!**

1) Will your website be selling a product or service – or both? Please give a brief description:

2) If your product / service is not common, please describe as if it was just created:

3) Have you come up with a special name for your service to make it stand out?

4) What would you say is the main reason someone should purchase your product or service?

5) Why is your product / service better than your potential competitors?

6) Why should someone trust & buy from you?

7) How long have you / the company been in business (or this line of work)?

8) What is the ownership structure of the company – do you have any partners in the business?

9) Any interesting facts about the history of the company or your background to include?

10) Where do you / your company provide services? (State, region, cities etc.)

11) What is the primary goal you have for setting up the website? (leads, sales etc)

12) What are you / your company known for?

13) What do others say about you / your company? (testimonials, recommendations etc)

14) Are there any community, industry or national awards or commendations you've earned?

15) Are you / your company members of any national organizations?

16) Do you have any photos you would like to have included on the website?
Stock photos are available if necessary.

17) What are the top key phrases someone would use to find you in a search engine?

18) Describe your ideal customer: (age, income, business, education etc.)

19) Who do you consider your competition? What are they doing right/wrong?

20) Who is your primary contact for web visitors? What other contact info goes on the site?
