



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.

It is a large questionnaire so you don't have to complete everything. However, any information provided will help us understand your position and therefore help us provide a better service to you.

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



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 Where are you marketing to? (Geographic)

- Local, national, international?
- Specific Towns, States, Countries?

2.4 Who are you marketing to? (Customers)

2.4.1 Demographic

What are the measurable characteristics of your customers?

- Age
- Sex
- Religion
- Income range
- Ethnicity/Culture

2.4.2 Psychographic

These are less measurable characteristics...

- Social Class
- Personalities (Impulsive, Quite...)
- Lifestyle (Conservative, Adventurous, Family, Optimistic, Achiever...)

2.4.3 Do you market to other businesses? (B2B)

- Agents
- Affiliates

Quite often, B2B marketing has a very different set of requirements. Buying patterns are different and often complex.

B2B support often includes:

- Special pricing systems
- Special account access and bulk purchasing systems
- Special buying processes (approvals, work flow management etc.)

Full details on these processes would be needed in order to provide a well designed architecture to cope with requirements.



2.5 Products & Services (Product Behaviour)

2.5.1 What products/services do you provide?

2.5.2 What are they like?

- Price range
- Variations (Colour, Size)

2.5.3 What are the benefits the product/service provides to the customer?

- Cost Saving
- Time Saving
- Health

2.5.4 What are the customer's "needs" that the product/service satisfies?

- Comfort

2.5.5 How does the product/service stand out? (Product Differentiation)

- Faster
- Cheaper
- Louder
- Bigger
- Better (how?)
- Reliable
- More colours

How does this match up with the target Markets?

2.5.6 How are the products/services sold?

- Frequently/Occasionally
- In bulk/One at a time (are there quantity discounts?)
- In packages (several products put together)

This might vary depending on the type of Customer. e.g. an Agent might buy in bulk, while the end client only buys one.



2.5.7 How profitable is a lead/sale?

Promoting a website costs money and some activities like advertising have a direct cost related to generating leads and sales. The profitability of leads & sales effects what activities are worth while investments. Return On Investment (ROE) is a common way to determine if marketing activities are profitable.

- How profitable is a single sale?
- What is a typical rate of a lead resulting in a sale?
- Do leads result in repeat sales or secondary business?
- Which products/services are most profitable for you?



2.6 The Company (Company Behaviour)

2.6.1 What is the history of your company?

- When was it established
- Has it changed names
- Has it changed its business focus

2.6.2 What characteristics does your company have?

- Young
- Dynamic
- Mom & Pop Store
- Corporate
- Casual

2.6.3 What Image does your business try and project?

- Trust worthy
- Strong Image
- Good Service
- Choice/Specialisation
- Quality
- Cheap
- Reliability
- Reputation
- Organisation Goals e.g. Mission Statement

Are any of these contradictory in any way (e.g. Quality<=>Cheap)? If so, how do you overcome that issue?



2.7 The Market

2.7.1 How big is the Market?

2.7.2 How competitive is the Market?

2.7.3 What are your competitors like?

Examples of competitors with a description and their website would help greatly.

2.7.4 How do your competitors try and stand out?

- Pricing
- Quality
- Service
- Speed
- Choice/Options

2.7.5 What Marketing Channels do you currently use?

- Radio
- TV
- Papers
- Fliers
- Cold Calling
- Web
- Email

2.7.6 What Advantage?

What advantage do you have or would you like to have on your side to make your product sell more than your competitor?

2.7.7 Are there any related markets?

Quite often there are related markets where their customers may also be interested in your product. E.g. a customer buying a bath tub may also be interested in a sink, tiles, a mirror, new toiletries...

2.7.8 Do you have Affiliations?

Affiliations can be a way to open up new market leads:

- Related businesses
- Affiliated Businesses
- Societies
- Partners



2.8 Why do you want a website? (Motivation)

- Support existing customers
- Support existing B2B clients (Agents, Affiliates)
- Create awareness of your business/products/services
- Generate traffic (e.g. for advertising revenue)
- Educate Customers/Clients
- Create leads
- Attract new Customers/Clients
- As a source of income
 - To make direct sales (shopping cart)
 - To make indirect sales (direct them to the shop)
- To increase Market share
- To improve Brand awareness
- To improve your Reputation
- To impress your mates
- Because everyone has one



2.9 What is your current website like?

If you already have a website:

2.9.1 Where is it

- What domain names does it operate under? (its address)
- Who hosts it?

2.9.2 How old is it?

2.9.3 Are you happy with the design?

2.9.4 What is good about it?

2.9.5 What is bad about it?

2.9.6 What features would you like?

2.9.7 Can you edit the content yourself?

Some websites are based around Content Management Systems (CMS) which allows you to edit the content yourself. If you do have the ability to edit content then naming the system would be helpful.

2.9.8 Are you willing to alter or redesign the website?

Many of the activities in improving a website's performance involve altering how the website was written and may even require radical redesigns.

It is best to perform marketing analysis before a website is designed.

2.9.9 Do you monitor the performance of the website?

Do you have statistics, analytics or logging components installed on your website so you can see graphs and charts on visitor activities? If so, how is it currently doing?

2.9.10 Have you registered with any webmaster accounts?

Search Engines enable webmaster access to extra statistics about their website.



2.9.11 Do you have any metrics for success?

Defining metrics for success make it possible to monitor how well a website is performing. It also creates a target to focus activities.

- Number of visitors
- Customer contacts
- Sales
- Profits

2.9.12 Do you do any paid internet advertising?

- Banner adverts
- PPC Campaigns such as Google AdWords

2.9.13 Do you do any link building?

Link building is the active acquisition of links from other websites in order to improve your websites presence on the internet. If you have, describe the type of activities you have done.



2.11 Social Media

Social media has become a part of marketing for many companies. It is a way to engage with your customers, deal with PR and reach out for new customers.

- What social media activities are you currently performing?
- Which social networks? (Twitter, Facebook, LinkedIn, Google+...)
- How active are you?

In social media it is best to have a human figure instead of an anonymous company. Do you have someone who could represent your business in the social media circles?



2.12 Internet Marketing Focus

2.12.1 Key Phrases

Provide a list of keywords or phrases which you feel a customer may use when searching for your company.

- 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.

2.12.2 Sell yourself in one sentence

Provide several summaries of your business.

- These should be just one paragraph each.
- Again, consider your answers to the previous questions.
- Provide at least one summary that targets each of your identified market areas.
- Some websites give you one paragraph to sell yourself!



2.13 Resources

What resources will you have available to aid in the process of improving the way your website is marketed and performs.

- Website designer
- Website developer
- Graphic designer
- Copywriter
- Article writers
- Bloggers
- Link Builders
- Hosting
- Existing Copy, Images or other content
- Image discovery & processing
- Public Relations Department
- Marketing Department
- Social Media Department

2.14 Timeframe

What is the timeframe where to need or expect results?

Some activities can take time before results are seen (website changes) while other activities are instant (advertising) but more costly in the long run.

2.15 Budget

This helps us create a solution that fits your capabilities.

Types of activity have different costs and benefits:

- One-off costs with long term benefits (e.g. website re-design)
- Continuous costs with incremental benefits (e.g. link building)
- Continuous costs with fixed benefit (e.g. paid advertising)

Knowing your budget for initial costs and ongoing costs would help us tailor solutions that fit your budget.