Success Marketing, LLC
Data Driven Decisions ~ Measurable Results

WEB MARKETING FOCUS
New Website Questionnaire

WORKSHEET DETAILS

The purpose of this "Key Questions" worksheet is to assist you in defining your web goals needed for online success. That's because **effective web marketing depends on clear, definable and measurable goals.**

Please complete this worksheet and fax back to us at your earliest convenience.

SEVEN (7) CRITICAL "WEB FOCUS" QUESTIONS TO ANSWER

1. What problem(s) does your product and/or service SOLVE?

2. How will your website INTEGRATE fit into your overall marketing and business "funnel" (i.e. lead generation, inbound phone calls, direct online sales, back end products, etc.)?

3. WHO is your message directed to? In other words, what **target audience** does your website communicate with, in terms of **demographics** (i.e. age, gender, income, etc.), **psychographics** (i.e. their issues, wants, desires, pains, problems, etc.), and **geo-targeting** (location/territory)?

4. WHAT is the MESSAGE your website will communicate, and which **marketing MODALITY** do you envision using to communicate with web visitors (i.e. text, audio, and/or video)? Additionally, how often do you plan to update and/or add content to your site?

www.BestWebPresence.com
NextStepMarketingNow.com

5. What ACTION will you ask your web visitors to take when coming to your website (i.e. join a list, buying a product, become a lead, etc.)?

6. Have you completed your initial KEYWORD RESEARCH yet? If so, have you analyzed the data with respect to your product and/or service?

7. How would you initially define a SUCCESSFUL OUTCOME for your website in terms of expectations, business needs, and overall business & marketing strategies?

For any questions or issues regarding this proposal, send us an email to: support@bestwebpresence.com.

We look forward to working with you to improve your marketing results & web presence. Please sign below and fax in to the office at: **866-274-0406.**

Once we receive your signed agreement, we will contact you by phone at your earliest convenience.

_____ _____
Name   Date

Phone: _____   Best time to reach you: _____