

Getting at the Heart of Your Website

WHAT IS THE NAME OF YOUR COMPANY AND WHERE ARE YOU LOCATED?

WHAT DOES YOUR BUSINESS DO?

WHO IS YOUR TARGET AUDIENCE? WHO DO YOU WANT TO ATTRACT TO YOUR WEBSITE?

Create a persona to help us formulate ideas that will help shape the design and functionality of your site.

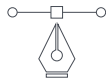
WHAT MAKES YOUR COMPANY SPECIAL?

What makes your company special? Is there a service or product that's so awesome that only you can do it?
What is it you do uniquely better than anyone else?

WHO ARE YOUR COMPETITORS? WHY ARE THEY YOUR COMPETITORS?

Do they offer the same services / products? Compete for the same customers / contracts?





WHAT DO YOU WANT PEOPLE TO DO ON YOUR WEBSITE? WHAT IS YOUR CALL TO ACTION?

What do you want to happen when people get to your website?

- Click a link to learn something or get information
- Buy a product or service
- Schedule a demo / request more info
- Click links to view content
- Share something via email or social media

There are lots of things that users can do on a website. Break the goals down into two parts:

- Overall goal for the website: If users can only do one thing, what do you want to happen?

- Mini goals: Each page should lead to an action. And those smaller actions should build to the overall website goal.

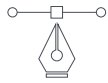
DO YOU HAVE A WEBSITE NOW? IF SO, WHAT IS THE URL? DO YOU OWN THE DOMAIN NAME?

WHAT DO YOU LOVE / HATE ABOUT YOUR CURRENT SITE?

WHAT ARE THREE WEBSITES YOU LOVE?

Explain what appeals to you about these sites – graphics, functionality, navigation, content?





WHAT ARE MUST-HAVE WEBSITE FEATURES?

DO YOU HAVE IMAGERY?

Do you currently have photos, video, or illustrations that will be a part of the design?

DO YOU HAVE A COLOR OR TYPOGRAPHY PALETTE? STYLE GUIDE?

Is this website part of a re-brand? Will the current colors and fonts be used in the new website?

WHAT'S YOUR TIMELINE?

DO YOU PLAN TO MAKE CHANGES AFTER LAUNCH?

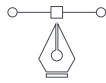
Do you want the ability to add content or elements on your own after the site launches? If yes, what kind of updates / edits do you plan to make? This will help us determine how to build out the backend of the site.

DO YOU HAVE A GOOGLE BUSINESS PAGE?

DO YOU CURRENTLY HAVE ANALYTICS?

Understanding the current website audience can help us shape how to arrange pages and navigation. Do the things you think are important line up with what users are actually doing on your website?





ARE YOU INTERESTED IN DISCUSSING SEO SERVICES?

IF SO, LET'S GET STARTED THINKING ABOUT YOUR KEYWORDS.

Provide us with a list of 10 seed keywords and we'll do the rest.

Keywords are the foundation of SEO. To put it simply, keywords are the words and phrases that people type into search engines to find you. We use a specific keyword research process to understand the language your target customers use when searching for your products, services, and content. It involves analyzing, comparing, and prioritizing the best keyword opportunities for your website.

