



Business Objectives Survey

This is the first thing we should do. Please try to be as specific as you can answering the questions. Don't be afraid to give page-long answers. More details will lead to better planning and eventually a better website.

- 1. Please list everything you want to achieve with this website?**
- 2. If you're limited to only one goal with this site, what would that be? *i.e. I want to increase the organic traffic by 100% in 6 months.***
- 3. Do you have an existing brand or just starting?**
- 4. Define your brand in three words**
- 5. Why should users trust this website?**
- 6. Do you have social media presence?**
- 7. What is the technical knowledge of the person who is going to update/maintain the site?**



8. How are we going to measure the success of the site?

9. Who is your target audience?

10. Define your audience in three words

11. Do you have a specific call-to-action?

12. What appeals to your audience?

13. Why will your audience spend time on your site?

14. What can you offer to your audience for free?

15. What do your users expect to find in the website?

16. What is your key message to the visitors?



17. How are you going to drive traffic to the website?

18. Do you have any competitors, who are they?

19. What are your competitors doing right?

20. What are your competitors doing wrong?

21. Why should your target audience select your website instead of your competitor?

22. Do you have friends or people you can contact who have successful websites?

23. Are there any directories that are specific to your services?