



WEBSITE **PROFILE** QUESTIONNAIRE

BUSINESS DETAILS

Business Trading Name

(as it is to appear in your logo):

Contact Name:

Contact Email: *Contact Telephone:*

ABOUT YOUR BUSINESS

The first step in crafting your website is really to understand your business, your customers and your story.

Design is a very subjective process. This questionnaire helps you to work more closely with zebra for them to understand your business and the direction you want to take it.

This may seem like a long list of questions, but this will help zebra to keep within budget. It avoids extra work caused by indecision and changes to the brief.

Short, sketchy answers will show you are unsure of who you are and what you stand for. Zebra can help you map out an online strategy. If you've done your homework, know what you want, who your customers are and what your customer's core desires and feelings are, zebra will be more focused, inspired and therefore more effective.

QUESTION GUIDANCE NOTES

This is on the lines of your elevator pitch. If you had just 30 seconds to explain your product to a customer, what would you say?

1. What is your business about - What problem do you solve for your customers?

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It pays to know who you're competing against and what the industry norms are. Zebra will get to know them, and learn from them.

2. Who are your 3 main competitors (direct or indirect)? What do you like about their online presence? What do you dislike about their online presence?

A.

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B.

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C.

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Consumers today are spoiled for choice. Describe in a sentence or two how you compare with your competitors. Do you have a unique selling proposition.

3. What products and services do they offer and how do they compare to yours?

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4. *What is your competitive edge?*

- *List at least three reasons why you are a good business choice?*

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5. *What media are your successful competitors using?*

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6. *Describe your ideal customer?*

What is your target market & in which demographic?

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abn: 31 394 455 028



ABOUT THE WEBSITE

7. *What is your online goal as an organization? Sell online? Network? Influence opinions? Something else?*

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8. *What are the basic goals for the website?*

- Establish a strong internet presence, increase marketing and product branding?*
- Increase sales; generate business leads?*
- Support existing advertising, promotional efforts?*
- Offer customer service?*
- Improve or reinforce branding/identity?*
- Improve access to information?*
- Direct sales? E-commerce?*
- Build business traffic? Increase membership growth?*

10. *Which keywords would you like to target?*

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Have you decided what the main categories or sections will be on your site?

9. What pages will your Website have?

- Home
- Services
- Product categories
- Customers
- Testimonials
- FAQs
- Forms
- Articles or other informative topics
- Links or resources
- About us
- Contact us
- Blog
- Product Portfolio

Other

10. Do you have a site layout in mind? Yes No

If yes, is there an example site with this layout

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11. Can visitors buy a product? Yes No

12. Will you require a shopping cart, order forms or a calendar of events?

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13. Will the site have contact forms?

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14. Do you have any videos to use on the website? If so, on which pages?

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15. Please provide links to 2-3 websites that appeal to you.

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It is more efficient if you can provide all text in Word or by email. We can also copy content from your existing website.

16. Will you supply all graphics, images and copy in digital formats?

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17. Do you have all the following assets:

Do you have photos of staff, your services, or your products in digital format?

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Do you have a logo? Yes No

Do you have a tag line? Yes No

Do you have client testimonials? Yes No

Have you written the copy (content) for the website? Yes No

18. Would you like us to improve the branding for your business?

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Do you require Zebra to write your copy? Yes No

19. How are you currently marketing your Website or products?

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20. Are you planning to register the site with local directories and search engines?

Yes No

21. Do you plan to use social media to attract visitors to your website? Yes No

22. Do you publish articles about your business on other websites, magazines, or journals? Yes No

23. Will you be publishing regular blogs? Yes No

24. If you are currently advertising on major search engines such as Google, Bing, and Yahoo, what are your key metrics, (conversions, click throughs, etc.)?

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25. Do you use special offers and landing pages for these campaigns? Yes No

26. Would you be interested in improving the performance of your campaigns?

Yes No

27. What other web marketing avenues do you use? Banner ads, affiliates, etc?

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28. Has a previous company provided you with a list of keywords? Yes No

Are you currently using these keywords in your campaigns? If so, what are the conversion rates for top terms?

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29. Have you continued to obtain inbound links for website? Yes No

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PROJECT DEADLINE

Zebra will provide a schedule with milestones for each stage.

Who has to make the decisions, and how long will they need to make them.

30. Who are the decision makers on this project? What is the turnaround time for making a decision?

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Zebra can then confirm if they can deliver the project within the required time frame and within the budget.

31. What time-lines are you looking at for this project? What is your budget?

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