Web Content Planner

This questionnaire will help you organize your content and determine the messages you want to communicate to your customers. Each section has a page of its own so you can add keep your notes with section questions.

# Set Goals for your website

1. What are your website goals? You can have more than one.
   * Your site will sell products or services online
   * To generate leads (customer acquisition)
   * You want to build brand awareness and differentiate your business from your competitors
   * You want to educate people about a topic or issue
   * Since your business operates both online and off you want to provide a seamless experience for customers between both

# Identify and understand your audience

1. Describe the audience/customers you would like to reach. Include demographic information like how old they are, their income level, where they live, and some of their lifestyle preferences.
2. Think about your perfect client. Describe them – what are some of their characteristics?
3. What is important to your ideal client?
4. What pain does your customer have that your product or service will eradicate?

# Talk about your business

1. Why did you start this business? Write your founding story.
2. Make a list of features of each of your products and/or services
3. For each feature you have listed, write a matching benefit. The same benefit can apply to more than one feature. For example, if you are a store that offers skate exchange, you have an affordable, cost-effective product for people who don’t want to spend a lot of money. Other benefits might include lowering costs, peace of mind, time savings for the stressed out parent, increased revenue)
4. How much of your business depends on referrals?
5. When customers refer you, what do they say about you?

# Market research and your competition

1. Who is your competition? List websites that offer similar services to you:
2. How are you different from your competition?
3. List some of the benefits that your competition offers.
4. Why do customers come to you instead of your competition? (Some examples are: customer experience, reputation, customability, affordability, on-time delivery of service)

# Website Messaging

# Write three messages you would like to communicate with your audience. Give them priority from 1-3 with 1 being the most important.

1. What tone and voice are appropriate for your audience? (Example, we speak to manufacturing companies who need to increase efficiencies in their workspace). How technical will you be? Will your tone be formal or informal, sassy or serious? Your decisions will influence the words you use.
2. When people come to your site, what the most important action you want them to take. This will be your call to action. Do you want people to call, view your portfolio, call or learn about your services?

# Keywords

1. If customers were searching for you online, what search terms would they use? List as many as possible.
2. Where does the majority of your business come from (Toronto, Mississauga, Oakville, Guelph, Hamilton – as examples)?
3. Do you have another key geographic area? Ontario, Canada, other?

# Other website elements

1. Do you plan to blog?
2. If you plan to blog, list the topics you will blog about.
3. Will you use social media tactics to drive traffic to your website?
4. What platforms are you active on in social media?
5. Do you have testimonials for your website? (This adds credibility and builds trust)
6. Name credentials you have or associations you belong to (credibility)