



ROI Small Business Coaching and Consulting Marketing Questionnaire

Internet marketing questionnaire

Your Name:

Your Company:

Your Website address:

Date:

Please read each question carefully – some will seem very similar, some will seem irrelevant – but trust me - this is all vital stuff if you want to achieve that first question!

Complete each question thoroughly, with as much detail as you can – use as much space as you want.

Where the word “customer” is used – this refers to your equivalent – be that a visitor, subscriber, client, whoever it is you want visiting your website.

Right then – go for it!

1. What do you want for your business?
2. What do you expect your website to bring you?
3. Who are your customers?
4. Where are your customers?
5. At present, how do your customers know about you?

6. What do you think your customers want

7. At present, how do you give them this?

8. Step back a bit for this one; what do you have that they need?

9. What do you want your customers to do when they visit your website?

Right – on to some keyword research preparation:

10. What phrases/words do you think your customers use in order to find you on Google?

11. What phrases/words would you use in order to find your ideal, your best customers?

12. What are they doing well on their websites, in your opinion?

13. And what are they getting wrong?

14. What phrases/words would you use in order to find your competitors' websites?

15. Who are your competitors? List their website addresses please.

16. What else do you think is useful to know?