

Web Client Interview

Client name: _____ Web Address: _____

Assume that someone looks at your web site for 2 seconds. What is the first thing they should see? What should they learn in those 2 seconds? This is the one crucial thing you want people to know about your business—your sales pitch in 2 seconds or less.

What's the second most important thing you want people to know about your business?

What's the third most important thing you want people to know about your business?

After someone learns these three things, what do you want them to do next?

What is your competitive advantage? Why will someone be compelled to buy from you?

What are the most important five products/services to your business? What makes you the most money? What draws people to your business? (Please rank.)

- 1.
- 2.
- 3.
- 4.
- 5.

What other web site would you like yours to look like? You can play "Mr. Potato Head" and pick bits and pieces from a number of web sites?

URL or www.webaddress.com	What do you like about it?

What are your goals for having a web site? What to you hope to accomplish?

- 1.
- 2.
- 3.

Other things you want in your web site:

What are your most important keywords? If someone were to search for your product/service, what would they search for? Please rank in terms of likelihood of someone searching for this phrase in Google, for example.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Please fax to: 707-371-3972