



Website Goals

Company _____ Website: _____ Date: _____

The main goal(s) of my website is (are):

- to be able to update it myself with your continuing advice
- to be found on the 1st page of Google
- to increase my online sales by _____ % or \$ _____
- to get visitors to sign up for _____
- to get visitors to request _____
- to increase my website's visitors by _____
- to get more customers to my store / restaurant
- other _____

I want to be found in Google with these 12 keyword phrases:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

When they visit my website, I want visitors to:

- Call my office and make an appointment
- Fill out a form for more information or to get a quote
- to purchase something online
- to request an appointment

My target market is:

- Businesses who specialize in _____
- Businesses with _____ number of employees
- Businesses with other criteria _____
- Men (Ages: _____)
- Women (Ages: _____)
- Kids (Ages: _____)
- Other specifications: (Hobbies, interests, etc...)



To drive traffic to my website, I am willing to:

- Put my website address on EVERYTHING!
- Place Google ads or other SEO ads (Yahoo, MSN, etc...)
- Get additional SEO help
- Write a weekly or bi-weekly blog or have one written for me
- Create a Facebook Fan Page and post 3X per week or more
- Place a targeted Facebook ad
- Create a Twitter account and post 3-5 times a week or more
- Send a weekly or monthly newsletter in print or via email with great information and an offer.

I have a monthly marketing budget (not including my website) of:

- Less than \$100
- \$200 - \$500
- \$600 - \$1,000
- More than \$1,000

(Please note: we are not looking to spend this amount, just advise you on its best uses.)

I currently have _____ email addresses on my list

I currently have _____ postal mailing addresses on my list

I am interested in unique marketing ideas

I have _____ hours per week / month dedicated to marketing my business

Since I don't have enough time to market my business, I am interested in hiring a marketing consultant / PR Firm

I'd like a video on my website to promote my:

- Guarantee
- Welcome from the owner
- Showcase / demonstrate a product
- Explain a service
- Show customer testimonials

I have visited competitors' and other websites and these are the 3 that I like best:

1. <http://www:> _____
2. <http://www:> _____
3. <http://www:> _____



I like them because: _____

I don't like: _____

Other Comments:

