

WEBSITE PLANNING

GUIDE FOR PLANNING YOUR NEXT WEBSITE

PERSONA DEVELOPMENT

- Identify one of the types (personas) of customers your company targets
 - What is their typical title or role?
 - Are they typically male or female?
 - What is their age?
 - Are they usually sitting at their desktop computer when researching?
 - How do they find you?

Give each of your top 3 personas a name, e.g. Larry, the small business owner

PAIN POINTS

- What are their 2-3 pain points associated with your industry and products/services your company sells?
- What are the typical scenarios surrounding those pain points?
- What will your customer gain if your company will solve these problems?
- Are these pains causing an urgent need?
- Are these pains causing an emotional need?

PROVE YOURSELF

- What do you say or show to convince your prospect you are provide a solution?
- What is your typical turnaround time for quotes, service or product delivery?
- Why do your customers choose you?
- Does your industry require certifications or other credibility factors?
- What are your limitations, e.g. Closed after 6pm, size of projects, etc.
- Why have your customers left your competitors to choose you?

TOP “MOST IMPORTANT” ITEMS

- What are the top 3 most important things a customer or prospect wants from you?
- What are the most important offerings you have to help a prospect or customer educate themselves?
- What products or services produce the most revenue?
- What products or services are most profitable?
- Do you have products or services that are “hooks” for selling other products?
- What do your top competitors “look like” online?
 - Which sites are your favorites and why?
- What are the top keywords people search for to find your service or product?
- What are the top visited web pages of your existing website?



NEED HELP?

Marketing Angle WSI has developed hundreds of websites using proven website planning practices.

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