

Website Success Self Evaluation

The purpose of this questionnaire is to begin thinking about the goals you have for each audience and the specific solutions you'd like to provide for each. It's useful to have ALL stakeholders fill this out for discussion, then revise to reflect the composite view. This forms the basis of the overall plan.

Goals

Please list your specific, measurable goals. Be as descriptive as possible. This is probably the most important aspect of the project and will help determine Return On Investment (ROI) and be used for budgeting purposes. If you run out of space, please continue on a blank piece of paper and attach it to this document.

1st Specific Measurable Goal: Short Term or Long Term? S / L

2nd Specific Measurable Goal: Short Term or Long Term? S / L

3rd Specific Measurable Goal: Short Term or Long Term? S / L

4th Specific Measurable Goal: Short Term or Long Term? S / L

5th Specific Measurable Goal: Short Term or Long Term? S / L

Audience

Maximizing customer value is achieved through linking customer value to company value. To maximize customer value, marketing organizations need to understand their customer portfolio, the value that customers assign to the company's products and services, and how the customers interact with the company throughout the customer lifecycle.

Effective marketing by definition focuses on the high-value customers—those that buy repeatedly, recommend to others, spread positive word-of-mouth, and are more likely to buy additional products and services from your company.

Segmentation strategy, loyalty metrics, and the voice of the customer are all tools that can help companies find, retain, and grow this customer group.

Some questions to consider when you are developing your plan:

- * Have I segmented my customers and prospects to align messaging and maximize marketing efforts with differences in needs?
- * Do I know who my most profitable customers are? What changes can be made to convert middle-of-the-road customers into loyal, profitable customers?
- * What is the buying process for a new customer?
- * How do we align ourselves to support our customers through their lifecycle?

The age groups of your target audience:

Males between the ages of: _____

Females between the ages of: _____

Overall, what % of your audience is female? _____ Male? _____

Target Audiences

One of the most important aspects of website success is knowing who your Perfect Audience is. Who has your money?

We create these 'Target Personas' or 'Client Avatars' so that everyone understands who we want to attract and why.

We usually give them a name, which could begin with the same letter; Barb, Barry, Becky, Ben, Brad, etc; or an occupation or job title; or by some ranking order, like "Gold Target Audience," "Silver Target Audience" and "Bronze Target Audience."

When applicable, we might want to know their age, gender, location, education or some other 'tag.'

Websites may have more than one target persona, but it is usually best to begin with the most coveted prospect or just a handful.

Basically, we want to know...

- Who they are. (Include age, gender, location, education, etc.
- What they want or need. (As opposed to what we think they need)
- Why we are a good choice for them. (Usually the **benefit** we offer)

Please describe them as best you can for as many as the top 3 audiences you hope to attract and rate their Awareness Level of the products/services you offer with 1 being top (think Apple Fanboys) vs. 5 (very little awareness):

Target 1 Name or Occupation: _____

Target 1 Attributes & Needs: _____

Target 1 Frequently Asked Questions: _____

Target 1 Specific Solutions/Benefits You Provide: _____

Target 1 Specific Actions You Want Them to Take:

Target 1 Where do they hang out? (Facebook Groups, LinkedIn Groups, Forums, Blogs, Podcasts, etc)

1. _____

2. _____

3. _____

4. _____

5. _____

Target 1 Awareness Level (1 High to 5 Low) _____

Target 1 Notes _____

Target 2 Name or Occupation: _____

Target 2 Attributes & Needs: _____

Target 2 Frequently Asked Questions: _____

Target 2 Specific Solutions/Benefits You Provide: _____

Target 2 Specific Actions You Want Them to Take:

Target 2 Where do they hang out? (Facebook Groups, LinkedIn Groups, Forums, Blogs, Podcasts, etc)

1. _____

2. _____

3. _____

4. _____

5. _____

Target 2 Awareness Level (1 High to 5 Low) _____

Target 2 Notes _____

Target 3 Name or Occupation: _____

Target 3 Attributes & Needs: _____

Target 3 Frequently Asked Questions: _____

Target 3 Specific Solutions/Benefits You Provide: _____

Target 3 Specific Actions You Want Them to Take:

Target 3 Where do they hang out? (Facebook Groups, LinkedIn Groups, Forums, Blogs, Podcasts, etc)

1. _____

2. _____

3. _____

4. _____

5. _____

Target 3 Awareness Level (1 High to 5 Low) _____

Target 3 Notes _____

Target 4 Name or Occupation: _____

Target 4 Attributes & Needs: _____

Target 4 Frequently Asked Questions: _____

Target 4 Specific Solutions/Benefits You Provide: _____

Target 4 Specific Actions You Want Them to Take: _____

Target 4 Where do they hang out? (Facebook Groups, LinkedIn
Groups, Forums, Blogs, Podcasts, etc)

1. _____

2. _____

3. _____

4. _____

5. _____

Target 4 Awareness Level (1 High to 5 Low) _____

Target 4 Notes _____

Who are your competitors? (List at least 3 with site URLs) Describe what you like and don't like about their website, offers, pricing, etc.

1) _____

2) _____

3) _____

Please list your Top Offers in the order that you want to promote most. 1 is top package or service.

1) _____

2) _____

3) _____

4) _____

5) _____

List at least 3 Web sites **you like** and explain briefly why you like them: (Colors, Navigation, Content, Design, Functionality, Layout) ***We'll ask you about competitor sites next.***

1) _____

2) _____

3) _____

List at least 3 competitor Web sites and explain briefly what you like and don't like about them: (Colors, Navigation, Content, Design, Functionality, Layout)

1) _____

2) _____

3) _____

What are the major sections of your Web site? What will the major navigation buttons be? Please try and rank them in order of importance. (Don't list 'Home')

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

Branding

What brand characteristics need to be included in the website? This can include specific colors, logos and even website names. For instance some hotel chains will not allow their brand in the URL, such as HolidayInnChicago.com. Others may specify logo size, fonts or company colors.

Content

Do you have content, other than text, that you will use on your site? If so, where are these logos, pictures, PDFs, brochures, videos and audios stored? (It usually helps if they are all in one place)

Questions/Notes

Got questions or need help? Call or Email Kurt Scholle

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