

Company _____ Name _____ Title _____
Contact E-mail _____ URL _____ Phone _____

Company Profile

Before I tell you about TWP, may I ask you a little about your Company? This will help ensure the information I share is relevant to your needs.

1. INTERNET MARKETING

Start the conversation

Q: *What are your thoughts on the Internet's role in your industry? What do you want the web to do for your business?*

Q: *What is the goal for your WebSite in 2018?*
Generate new clients, service existing clients, both? Any recent strategies to help achieve those goals?

Q: *What is the greatest benefit your site delivers TO YOUR CUSTOMERS?*

Q: *What does your site not do that you would like it to do?*
When was it last updated/built?

Q: *What information do you currently have offline that is not on your WebSite?*

Q: *Is your website optimized for any keywords and has it ever been adjusted based on usage patterns?*
Keyword phrases?

Q: *Do you have a budget for your Internet marketing?*

Show One Site Showing Before & After that achieves one of their goals

2. GENERAL BUSINESS INFORMATION

Learn more about the company

Q: *What are your sales goals for 2018?*

Q: *How do you plan on meeting those objectives and what are you doing to achieve them?*

Q: *Are you a Manufacturer, Service Company, Distributor, or multiple?*

Q: *What are your main Products/Services?*
Custom _____ Off the Shelf _____ Customizing _____

Q: *Are you diversifying into new industries or introducing any new products or services this year?* Y N
List:

And if so, how will you promote them? Press Releases?

Q: *Do you sell regionally, nationally or worldwide?*

Q: *How are your leads and business currently generated?*

Q: *Many times there is more than 1 person involved in the marketing decisions; is that the case here?*
Do you have an IT person?

Talk about our VP in helping to achieve their business goals
Finding New Customers AND Increasing Revenue from Existing Clients

3. TELL ME ABOUT YOUR IDEAL CUSTOMER.

Discover the value of their customers and prospects (a.k.a. website users).

By Industry and/or Application

Q: *Who is your ideal customer?* _____

Do you focus on specific types of industries or applications? _____

Q: *Tell me more about your business in the **Aerospace** industry...how are you selling and what is the job function of your targets?* _____

Aerospace (Or an appropriate Industry)

Q: *Your biggest customer today...tell me everything about them.* _____

How did you find them? _____

How much do they order from you? _____

How long have they been a customer? _____

Show a Lead Report Identifying the types of Companies Our Customers connect with Online.

4. HOW DO YOUR CUSTOMERS SOURCE & BUY YOUR PRODUCTS?

Understand how their products are purchased or specified and tie specific buying activity to website functionality.

Question Set 1 for Product Manufacturers:

Q: *What do customers ask for on the phone?* _____

Q: *How often are you asked about specific products Model No.s'?* _____

[Catalog Part Number Search](#)

Q: *Are you asked about specific parameters?* _____

[Catalog with Attribute Filters](#)

Q: *Do customers have the ability to select different options on your products?* _____

[Product Configuration](#)

Q: *Are you asked to explain the difference between two products?* _____

[Catalog Comparison Chart](#)

Q: *Does seeing different products help customers select them?* _____

[Product Images/Galleries](#)

Q: *Do you publish standard pricing in your print catalog today?* _____

[E-commerce](#)

Q: *Do you get requests for accessories or replacement parts?* _____

[Related items and/or Product options](#)

Q: *Do you publish service manuals or application notes for your customers?* _____

[Document Galleries](#)

Question Set 2 for Service Companies:

Q: *What do customers ask for on the phone?* _____

Q: *How often do you get calls asking about specific Capabilities?* _____

[Capability/Service Pages](#)

Q: *Are you asked about secondary services?* _____

[Value Added Pages](#)

Q: *Does seeing different products help customers understand your offers?* _____

[Product Gallery with Categories](#)

Q: *Are you asked about prior work for a specific industry?* _____

[Industry Solution Pages](#)

Q: *Do you publish literature or application notes for your customers?* _____

[Document Galleries](#)

Show 1 or 2 Sites with Representative Functionality

5. COMPETITION & THE SEARCH ENGINES

Who considers you their competition? _____

What differentiates you from your competitors? _____

Is Improving Your Rank on Google Important to You? _____

Do you see your competitors above you on Google? _____

How Often do you add new content to your site? _____

[Articles and Case Studies](#)

Show an SEO Keyword Report & Sample Site Positions [Rank Report](#) [Live Search Report](#)
EMPHASIZE THE IMPORTANCE OF CONTENT & TWP's Many ways of Generating content

Show the Suggested Offer and Review Deliverables/Pricing

TO DO LIST

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

NOTES

