

V3 Content Questionnaire - Short

- 1. What's the target market of your business? The demographic? Who do you want to see your website?** (Think through not just the gender/race/age, but also the businesses that would look at your website.)
- 2. Explain what separates your business from other competitors? What makes your business different from the rest?** (Could be attention to detail, customer service, etc.)
- 3. Give us the elevator pitch of your business** (Tell us in 30 seconds what you do and why it's good.)
- 4. What are the business goals for the customer? What do you hope to accomplish for them?**
- 5. What preferences does your business have during your projects? What kind of projects do you enjoy/look for?** (Out of everything you do, what work do you guys prefer?)
- 6. If you're looking to break into new markets or new demographics, which direction would you go?** (If you're already in market "x", but you're looking to get into market "y")
- 7. What are common problems for customers in your industry?** (Understanding what people struggles with helps us make content to put them at ease.)
- 8. What areas do you guys innovate, if any? Do you pioneer any processes or ideas?**
- 9. Do you have any clout in the local community? What could someone local recognize your brand for?**
- 10. How has your company improved over time? What has gotten better about your work or your internal processes?**

The more content you're able to give us here, the better the content we write will be. If you're only able to give us a couple words for each question, we will have more problems getting our content approved. After our content is written, you will be able to see said content on the website, where you can edit with the content live.

Thank you!