

# 14-Steps to Sales Success

We are asking the questions below to determine how your site design / redesign will support (and improve) your overall marketing efforts. Your website isn't a stand alone service. And it's not just about design. Your website affects your social media, email marketing, lead generation, brand awareness and sales strategies.

That's what this questionnaire is for: Turning your website into an inbound marketing machine for long-term success.

## 1). Define your product or service?

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## 2). What is your USP?

(Your unique selling position is the part of your marketing message that differentiates you from the competition ie. why should your customer choose you over any other service or product that is currently on offer).

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## 3). What are the features and benefits of your product or service?

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**4). Define your ideal customer or describe your target market?**

(Slice your marketplace into individual groups of people. They are fictional representations of your ideal customers, based on real data about customer demographics and online behavior, along with educated speculation about their personal histories, motivations, and concerns.)

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**5). How are you accessing these markets at present?**

(Give a brief outline of what you have done in the past and whether you were happy with the results)

Facebook : \_\_\_\_\_

Twitter : \_\_\_\_\_

LinkedIn : \_\_\_\_\_

GoogleAdWords : \_\_\_\_\_

Direct Mail : \_\_\_\_\_

(Advertising Yellow pages, papers etc)

Promotional Events : \_\_\_\_\_

Others : \_\_\_\_\_

None : \_\_\_\_\_

**6). Which of your of these channels are bringing in the most customers?**

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**7). Who is your Competition?**

(List websites commenting on likes and dislikes of these sites).

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**8). What is your call to action?**

(Once you have brought people to your website what would you like to do with them, ie Ebooks and whitepapers, Contests and promotions, Product purchases, Email newsletter subscription, Free trial, Contact us / consultation / demonstration / etc.).

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**9). Offers?**

(What can you offer the client in return for their contact details, ie white paper, 2 for 1,).

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**10). Testimonials?**

(Put together some testimonials to endorse any of the above claims).

1). 

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2). 

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**11). Website Analytics?**

Do you have [Goolge Analytics](#) or something similar    Yes \_\_\_\_    No \_\_\_\_

**12). If yes ?**

(If Yes can you supply the login details)

**13). What keywords do you want to be found by in the search engines?**

(what words or phrases do you think your cusomter places in the browser search box)

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**14). What's your company tagline?**

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