



# Site Audit Questionnaire

## Part 1: The primary purpose of your website — what you want visitors to do (Check all that apply):

- Buy your products or link to affiliate products and buy them
  - Fill out a form to inquire about your services (generating leads for your company's follow-up)
  - Call a toll-free number for any reason leading to a sale
  - Subscribe to your free or fee-based newsletter
  - Sign up for a free trial of your products or services
  - Search your inventory (using an automated search function)
  - Compare product options/prices
  - Watch product demonstrations or other videos
  - Sign up to participate in free or fee-based seminars or workshops
  - Download free or fee-based training materials
  - Participate in a discussion forum with like-minded people
  - Post a blog response
  - Other
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Explain your selection(s):

## Business marketing and sales goals for your web pages (Check all that apply):

- Cultivate more visitors/prospects
  - Focus on selling more programs and/or services to existing customers
  - Grow specific programs or product lines
  - Launch a new program or service
  - Reinforce/support other marketing efforts (not serve as the main marketing outlet)
  - Other
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Explain your selection:

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**Part 2: The Audience — describe the ideal/target customer: who are these web pages for?**

- Gender, age, geographic location (very important), cultural considerations:
- Major “pain” or interest they have that your business/organization can alleviate or address:
- Solution they’re looking for/what you help them do:
- What motivates and inspires this audience:
- Customer insights from research, anecdotes:

**Part 3: The Competition — major competitors in your industry:**

1. Company: \_\_\_\_\_  
Domain Name/Web Address: \_\_\_\_\_  
Explain how they compare to your website/business:

2. Company: \_\_\_\_\_  
Domain Name/Web Address: \_\_\_\_\_  
Explain how they compare to your website/business:

3. Company: \_\_\_\_\_  
Domain Name/Web Address: \_\_\_\_\_  
Explain how they compare to your website/business:

## Part 4: Your Messages

- **What's the main UNIQUE solution only your website can offer?**  
(This is the USP, or Unique Selling Proposition/Unique Solution Proposition)
- List the key features of your service.
- List the key benefits or solutions those features deliver to customers.
- **What's the ultimate "SO WHAT?" promise you're offering?** Try to articulate what you're selling beyond your services, such as: you're selling business success, financial stability, relief, comfort, etc.
- **What is the support for your key messages; the proof or "reasons to believe?"**  
(Testimonials, endorsements, case studies, statistics, practices, product specifics, etc.)
- **What obstacles and objections need to be overcome for success?** For example, are you asking your audience to switch brands...try something totally new...try something unknown?
- **What competitive considerations need to be taken into account for the messages on your site?** How is your website different/better? What's the price compared to other similar services?
- **What's the tone or "voice" to be conveyed in your messages?** (Serious, lighthearted, fun, practical)
- **What keywords do your target customers use in search engines (Google) to find what you offer?**
- **What materials do you have for reference (can you send them to me)?**  
(Marketing plan, presentations, current marketing materials, media plan, product samples, etc.)