

# Empoweren Site Design, Development, & Promotion Questionnaire

The following questionnaire will help our marketing, SEO, and design teams better understand your needs and allow us to create a website that is more customized to your particular needs, goals, and style.

## Current Situation & Goals

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**What are the primary goals for your website?** Common goals include:

- Enhance company image to support sales and marketing efforts.
- Distribute product, company, career, and financial information to current and prospective customers, employees, investors, etc...
- Generate leads or sales.
- Reduce internal costs by putting systems online.

**Will this site replace an existing site or be a totally new site? If it replaces a current site, will it reside at the same domain?**

**What is the new or existing domain name for this site?**



## Market & Competitive Information

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**Who is your primary target audience? Secondary audiences?**

**Do you sell direct to consumer, direct to OEM, through distributors/dealers, or some combination?**

**Is your target market fragmented or highly consolidated?**

**What are your company's core competencies and competitive advantages?**

**Are there certain products or services that require more attention due to their growth potential, profitability, competitive position, or the like?**

**Do you market some or all of your products/services locally, regionally, nationally, or internationally?**

**Who are your primary competitors? Please list URLs.**

## Advertising/Marketing

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**Is search engine marketing an important aspect to this project?**

**Does your company engage in any promotional efforts that may complement your online marketing program?**  
(PR, Advertising, direct mail, email marketing, etc...)

**Have you ever employed any search engine optimization techniques (on-page SEO, link building, online PR, site submission, etc..) or run any cost per click advertising programs.**

**Does your website current generate many sales, leads, or other conversions?**

**Do you currently use a web analytics program to track visitor activity and goal conversions? If so, which one?**

**Do you (or do you want to) collect email addresses from your site as part of an email marketing program?**



## Marketing Message & SEO

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**What is the primary message you want to convey to site visitors?**

**Are there any secondary messages that you want to deliver?** Facts that support your unique selling point can be helpful to mention here.

**How do you position your company versus its competitors?**

**Do you have a tagline or mission statement?**

**What keyword phrases do you think most people would type in to find your site?** If you need help, a Captiva Marketing SEO Specialist can help you or you can use the free Google Keyword Tool here (<https://adwords.google.com/select/KeywordToolExternal>).

# Content & Imagery

**What do you envision being the primary segments of the website?**

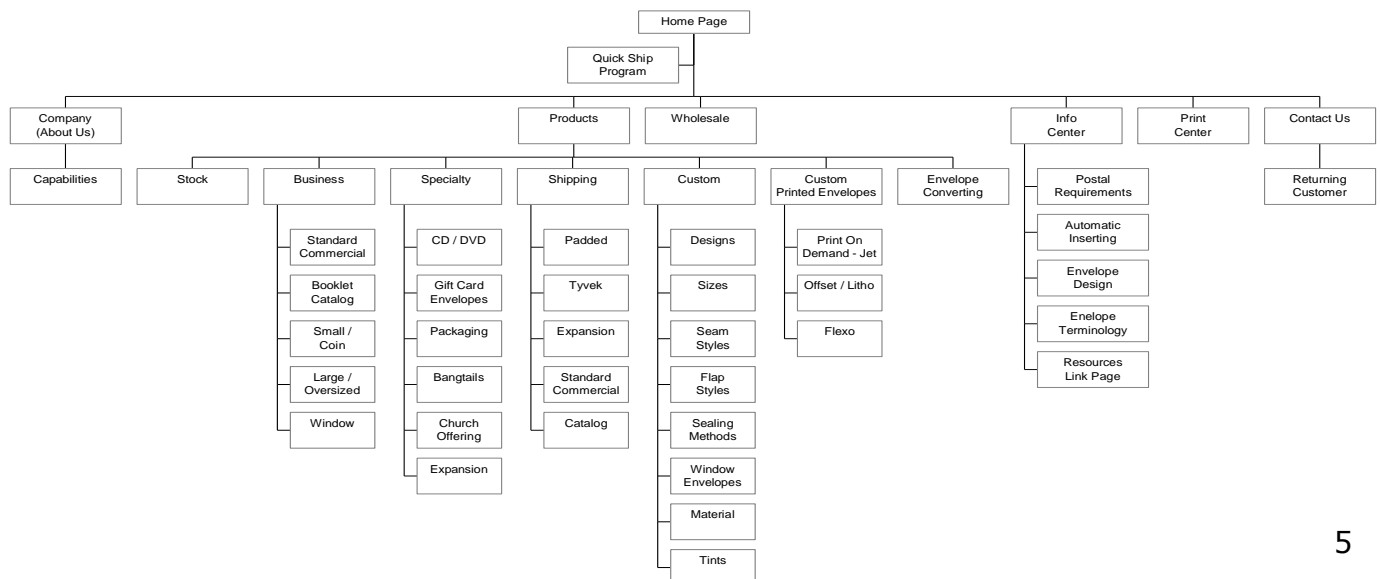
Typical content areas include:

- Company Information
- Product or Service Information
- Market Information
- Technical Information
- Case Studies/Portfolio/Applications
- News/Press Area
- Calendar/Events
- Contact/Customer Service
- Careers
- Other:

**What are there common questions that your customer service department receives as these may provide insight into your content needs?**

**Are there manuals, brochures, videos, interactive drawings, calculators or other collateral materials that need to be published on the site?**

**What is the basic structure of this content and how will it be organized?** If you need help with this, our SEO specialists are trained in user interface design and can help in this area. Ultimately, we want to create an organization chart or site map like the one below so that we can estimate build-out costs.





## Content & Imagery (continued)

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**Do you have images for your site?** If so, please ensure that you have attained the rights to use all photos.

**How many stock images do you estimate needing?** If you would like us to use stock imagery, our design team will typically use royalty-free photography from the leading stock photography houses unless you require rights-managed photos.

**Is content available for the site or will it need to be written?** If it needs to be written, plan to discuss your needs with the Captiva Marketing's copywriting team.

**What is the Primary action you wish your target visitor to take when they visit the site?** (Fill out inquiry form, download something, purchase, sign up for something, call)

**What information do you want in the Global Footer?** (I.e. contact info, copyright, site map, privacy policy)

**Will you have a need for any secured transactions such as credit cards or encrypted passwords?**



## Graphic Design Information

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**Do you have a Visual Standards Manual or Corporate/Brand Identity Guide that outlines your desired fonts, colors, graphics, and editorial styles that we should mimic?**

**Do you have other marketing materials that your new website should complement? Or...do you want to change your image?**

**Are there particular sites (competitors or not) that will give us a feel for the style and look that your marketing/management team likes?** Please list the URL and describe what features you like about these sites?

**Do you have any specific needs in regards to screen resolutions settings?** Unless specified, all sites are designed for optimal appearance on a 1024 x 768 screen resolution setting, static, and centered.

**What type of personality do you want to convey?** (Conservative/progressive, formal/casual, friendly/serious, subtle versus powerful calls to action, serious/humorous, service-oriented, price-oriented, experts)



## Home Page Elements & Design

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**Please Prioritize the elements that you would like to include on your home page.** Ideally, you would like to convey your primary positioning message (what you do and what makes you different) and provide teaser information and links to your most important sections.

**Do you want a Flash area in your home page?** If so, do you envision it delivering a sequential marketing message, random highlights, or something else?

**What keyword phrase do you envision being most important to your organic SEO efforts?** Since the home page is the most powerful page in your site from an SEO perspective, it is helpful to include keyword rich content and text links to critical pages within the site.

**What sections do you envision being featured in the Global Navigation?**

**What is the primary action you want your target visitor to take from the main page?** (Browse, search, move along a specified path, sign up for email list, order, click into a certain area, view video)





## Secondary Page Elements & Design

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**Do you want to carry one global header throughout the site or utilize different image based headers for each section?** Using different graphical headers in each section or page can enhance the image of a site, but often requires more time and costs in imagery and formatting.

**What type of sectional navigation do you want to employ?** Captiva's design team can assist you in reviewing options if you have a large site that will require extensive left hand navigation?

**Do you want breadcrumbs installed on internal pages?** These are typically recommended for sites with a large number of pages in order to improve usability.



## Site Promotion Plan

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**How do you plan to promote your site once it is live? Do you have an existing marketing strategy you would like us to review?**

**Do you have a plan for increasing your site's link popularity...an essential factor in achieving high organic rankings?**

**Will you need to set up page re-directs from old file names to new file names to minimize the loss of existing search engine rankings?**

**Will you be running a CPC advertising program to promote this new site? If so, you will want to ensure that you have effective landing pages for all ad groups/keyword themes.**

**Do you plan to integrate Social Media, a blog, or eCommerce into your site now or in the future?**

**Do you want to run Analytics on your new site? If so, will any online advertising programs need to be configured with tracking URLs?**

**Do you want a quote on having Captiva Marketing monitor your monthly SEO program, manage your CPC advertising, or provide ongoing PR, link building, or SEO work?**

