



Brought to you by:

Where Do I Start With My Targeted Traffic?

Your own workbook and checklist when building traffic to your website



- **“Where Do I Start?”** This workbook is a great place to start after your web site is performing the way it was designed to function. You are ready to begin driving targeted traffic to your site and measuring the results. Targeted traffic comes from dual online and offline efforts that often incorporate traditional advertising, word of mouth, search engines, email, links and more.
- If you have opted to take this workbook with you to complete later, it is critical to complete each question as thoroughly as possible. Please don't skip any questions, even if they seem repetitive. If you don't know the answer, please indicate.
 - ✓ **Step 1:** Complete “Where Do I Start?” Workbook with Web Analyst or at your convenience
 - ✓ **Step 2:** Information and goals compiled by your Web Analyst in a complete Targeted Traffic Strategy to provide you with direction, keywords, online competition, budgeting, baseline statistics, search engine strategy, and expected timelines.
 - ✓ **Step 3:** Meet with your Web Analyst to review your Targeted Traffic Strategy, define timelines, and get started with your Internet Marketing!
 - ✓ **Step 4:** Since Internet Marketing is an ongoing process, you can expect to communicate with your Web Analyst at regular intervals to measure success, reassess, make necessary adjustments, and discuss search engine updates.

Name:
Business:
Website Address:
Phone:
Fax:
Email:
Address:

Background and Goals: The drive to build a web site originates somewhere within your business, and is critical in determining your expectations for the website. The goals you have for your website and the expectations you have in its results are important to define, in order to assist you with the correct web site marketing solution. Think big! No Overall goal is too big. All businesses have customers who have specific needs and problems, and your business is no exception. You offer something no one else does to help solve those problems. Be sure to explain as best you can.

Why did you decide to have a website?

What is your Overall Goal for your website? What do you wish you could achieve if price, time, and resources were not an issue?

How would you know if your Overall Goal was achieved? What outcome will make this project successful?

What are some basic goals you would like to achieve: (branding, access to information, direct sales, communication, permission based information gathering)

What problems do your clients have that they are trying to solve?

What solution do you provide for your clients' problems?

What are the primary products and/or services your business provides?

If you have a Vision and Mission statement, please provide it here:

What date would you like to be completed with this phase of this project?

Do you manage your own content? (Do you add the text on your web pages or have someone else do that for you?)

Your Team: Whether you are a team of one or many, the experience your team brings to this project will help define the direction it takes and the ultimate outcome.

Who will be the main contact (at least right now)?

Who from your company will be involved with the web site now, or might be involved in the future (in any capacity)?

Name: Position: Email: Authorized to make decisions?

How would you rank your team's knowledge base in the Internet Arena? (circle one)

- Highly Knowledgeable
- Relatively Knowledgeable
- Knowledgeable
- Somewhat Familiar
- Not at All Familiar

How do you prefer to correspond? (Phone, Email, Fax, Mail, In Person)

Budgets: All financial information is confidential and will not be shared outside of Vivid Image.

Are you using any grant money to pay for your website or marketing?

What is your offline advertising budget for this year? (newspaper ads, magazine ads, direct mailers, etc)

Exact \$ _____

Estimate \$ _____

What are your projected GROSS sales from your website in the next year (12 months' time)?

Exact \$ _____

Estimate \$ _____

Your goal of gross sales from the previous question will be about what _____% of your overall anticipated business sales next year?

What month of the year do you establish budgets for the company?

What are your profit margins for main products? What fees or markups do you anticipate?

Keywords: Keywords, one of the most important parts of search engine optimization, are the words people type into a search engine while searching for your product/service. Keywords are often 2-4 word phrases that are highly relevant to your website, specifically identify your product/service, are mentioned throughout your content, and are significantly searched by your targeted market.

What phrases and words do you believe your target audience would type in to find your product/service/information you offer?

Are there any abbreviations or acronyms you are aware of for any of your above stated keywords:

Are there any mis-spellings you are aware of that people commonly make regarding your keywords?

What about slang terms, confused products, technical names, etc?

Pay per Click

Are you interested in learning more about guaranteed/immediate top rank in search engines via pay/per/click options?

Some of your keywords may have quite a bit of competition and will require additional spending to achieve top results in search engines. What would your monthly budget be for ensuring a top ranking through pay-per-click?

Target Audience: Your target audience is the type of visitors you want to attract to your website. Web sites can have one or several target audiences, but it is best to be as well defined and targeted as possible.

Who is your online target market?

Are the people visiting your website going to be different in any way from those visiting your offline business?

What are your audiences' motivations for visiting your site? Why go there?

What do you want visitors to do when they get to your website? What are your goals for each type of visitor?

What are the demographics of your target market? Circle all that apply and explain as needed:

Local Within a ____mile radius Statewide Nationwide International

Male _____% Female_____%

Children Teens Adults _____age range Senior Citizens

English Speaking Other Languages_____

Is there a specific cultural or ethnic group you want to target?

A specific business demographic?

B2B (Business to Business) B2C (Business to Consumer) Service Industry

Educational Organization

What type of computers do your target audience use? How long have they been on the Internet? What is the speed of their connection – dial-up, DSL, etc.? Mac or PC?

What characteristics would you use to describe your audience? Are they savvy, timid, energetic, etc?

Communicating with Clients: The ultimate goal of defining your target audience is to turn each visitor into a client. It is much easier to retain a happy client, than it is to establish trust and obtain new clients. Therefore, current clients are critical to your business and website success.

How do you communicate with your clients (most frequently?)

Do you track or retain client information in any of the following methods? Or plan to collect? (circle all that apply)

- List of those who purchased from you in the past year
- List of those who inquired about your product/services via phone or mail
- Anyone who inquired via email, saved emails
- Contacted you via your web site
- Signed up for a promotion
- Filled out a form
- Other

How is this information organized? On paper, computer, spreadsheet, database, software, etc?

Email blasts are emails sent to a list of people who are interested in your products/service, information, or specials. Email blasts can be sent once or on a regular basis, but only to those who have given their permission ahead of time. Do you send email blasts to clients or potential clients?

Are you interested in sending email blasts?

Do you have a newsletter your company sends out?

- Online (enewsletter)
- Offline (printed version)

Are you interested in doing an enewsletter?

Do you have any testimonials from clients? Letters from clients praising your service, product, customer service, etc?

Marketing and PR: Marketing, planning, and networking are important for all businesses online and offline. Consistent message and branding are important, as well as planned marketing strategies and follow-up. The more you can revisit your plan and give your business the attention it needs, the more successful your website.

What search engines do you use most frequently when doing your own searches?

Is there a specific search engine, directory or website that is critical for websites in your specific industry to be listed?

Are you interested in reaching any foreign markets? If so, which countries?

How much participation would you like to have in the Internet Marketing process? How much time do you have to dedicate to this process if you want to participate?

Are you interested in learning to do some pieces yourself?

How much control do you want to keep over changes to your website, as they pertain to Internet marketing-keeping in mind this may include design, content, photos, navigation, and MAY require some rework by the designers/programmers?

1	2	3	4	5	6	7	8	9	10
I want to keep tight control, even if it means less results for our website and in search engines						I'll give up control if it helps us reach our Goal			

Links: Links are valuable, and here's why. Search engines consider links to a site a sign of authority. If your site has information people want to link to, then you become an authority in your area. Authority equals quality, and search engines will reward quality with high rankings. You want your site to rank high, therefore, good links are critical.

Are you paying anyone/sites for a link or banner ad TO your website?

If yes, provide site(s) and cost.

What professional organizations, affiliations, or associations do you belong to that have websites that could link TO your site?

What branch offices, parent companies, sister companies, partnerships, vendors, dealers, suppliers, manufactures, clubs, etc do you work with who could provide a link TO your website?

Are there relevant sites that would be beneficial to have links TO your site?

What sites are you linking to or would like to link to FROM your site?

Are you a member of the Better Business Bureau, Chamber of Commerce, or other business group?

Competitors: A businesses' online competitors can be the same or completely different than its offline competitors. Your research assignment deals with specifics you like and dislike about your competitors websites. It is critical to helping determine what you want your web site to look like, and how it will function and compete online.

Who are your offline competitors?

Who are your online competitors?