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Website Strategic Planning Worksheet 1

This worksheet will help us prepare an ongoing plan for your website and identify any problems you are having with the current website.

- How long has your business been in existence?
- Do you have a prepared business plan?
- Give us your elevator speech. What does your company do?
- What are the top three problems with your business you wish could be solved today?
- List your main competitors (at least three).

Marketing

- Do you have a prepared marketing plan?
- Are you currently working with a marketing firm or consultant?
- What other marketing channels are you currently utilizing?
 - Newspaper Ads
 - Yellow Page Ads
 - Press Releases
 - Newsletters/ Email Marketing
 - Flyers
 - Mailers/Postcards
 - Workshops
 - Guest Speaker/Speaker Series
 - Affiliate Programs
 - Joint Ventures
 - Referral Programs
 - Radio
 - TV
 - Telemarketing
 - Professional Associations
 - Publishing Articles/Whitepapers/Book
 - Networking Groups
 - Blog
 - Social Networking
 - Other

Target Market

- Who is your target market?
- How did your existing customers find you?
- State a challenge, problem or frustration that your target market experiences.
- Describe how someone in your target market would change or what their lives/businesses would be like once you have solved this problem.
- What are the steps in your sales process?
- Call to Action: What key step would you like a customer to take on your website to further the sales process?

Expectations

- What would be the measure you would use to determine whether or not your website is a success?
- How did you expect a website was going to change your business?
- What are the things you would love to change about your website right now?
- What information needs to be added to your website, today?

Performance

- How old is your current website?
- Do you have a written website plan or specifications?
- Are you currently receiving inquiries/sales from your website?
- On average, how many inquiries/sales per month?
- What is the value of a typical sale or lead?