

Kerry's Website Insights Questionnaire

As we get ready to work together, the answers to these questions help me get to know you and your business or organization.

Your answers can also give you insights about what is most important to you or what your preferences are as you invest in enhancing your online presence.

Two ways to send me your answers:

- 1. Prepare your answers in advance and fill out the online version in one sitting (<https://kerryathompson.com/questionnaire>).
- 2. Email your answers to kerry@kerryathompson.com.

***Required answers** are marked with an asterisk.

Your contact information

First Name* _____ Last Name* _____

Email Address* _____

Sign up for Kerry's news and updates (optional)?

Name of your business or organization (and website domain if you have one)*

What are the top three goals you have for the next year for your business or organization?*

1.
2.
3.

About your ideal clients

<p>Age?</p> <ul style="list-style-type: none"><input type="checkbox"/> Under 30<input type="checkbox"/> 30–50<input type="checkbox"/> 50 and up	<p>Profession?</p> <p>List all that apply.</p>
<p>Gender?</p> <ul style="list-style-type: none"><input type="checkbox"/> Female<input type="checkbox"/> Male<input type="checkbox"/> Other	<p>Education?</p> <p>Select all that apply.</p> <ul style="list-style-type: none"><input type="checkbox"/> High school<input type="checkbox"/> Professional training credentials<input type="checkbox"/> Associate degree<input type="checkbox"/> Bachelor's degree<input type="checkbox"/> Postgraduate degree<input type="checkbox"/> Other
<p>Home setting?</p> <ul style="list-style-type: none"><input type="checkbox"/> Urban<input type="checkbox"/> Suburban<input type="checkbox"/> Rural<input type="checkbox"/> Other	<p>How do they find you?</p> <ul style="list-style-type: none"><input type="checkbox"/> Word of mouth<input type="checkbox"/> Physical location (store, office, studio, etc.)<input type="checkbox"/> Online search<input type="checkbox"/> Events<input type="checkbox"/> Professional directory<input type="checkbox"/> Advertising<input type="checkbox"/> Social media<input type="checkbox"/> Other

What hobbies or interests or shared traits or challenges to your ideal clients have?

Your business personality

First impressions?*

Choose three or four words you want your clients to associate with you and your business or organization.

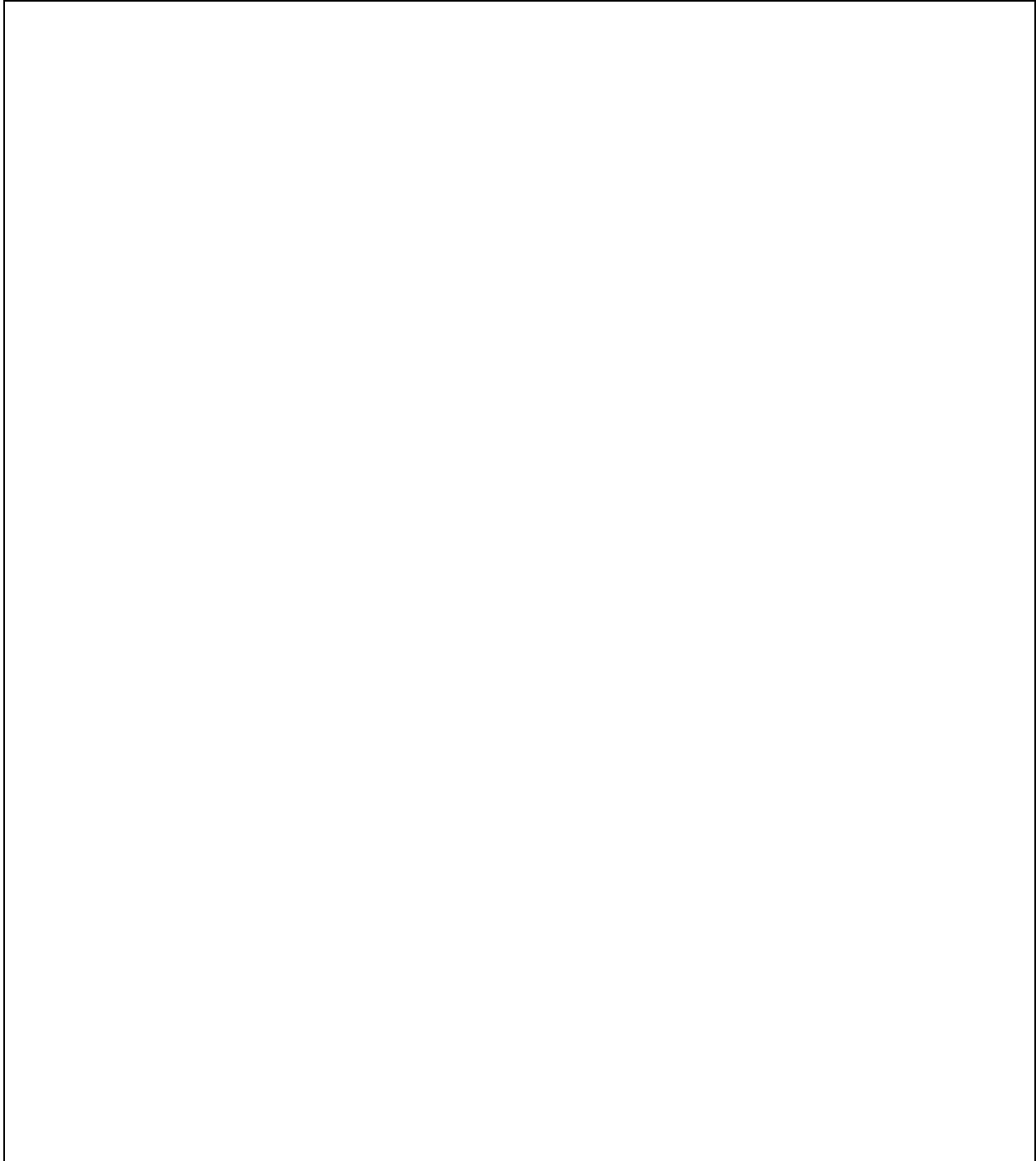
Active	Experienced	Natural	Specialist
Approachable	Flexible	Pragmatic	Supportive
Artistic	Friendly	Professional	Thorough
Authoritative	Fun	Qualified	Thoughtful
Careful	Healing	Reassuring	Transformative
Caring	Indulgent	Relaxed	Trustworthy
Collaborative	Innovative	Reliable	Uplifting
Creative	Insightful	Responsible	Urban
Down-to-earth	Inspirational	Restful	Value-minded
Educational	Knowledgeable	Restorative	Vibrant
Efficient	Luxurious	Safe	Wise
Encouraging	Mystical	Social	Youthful

Your answers:
Other words not listed above:

What is special or unique about your business or organization?*

Some ideas to help you answer this:

- What makes your services or products unique?
- Why did you start this business or organization?
- What is it about you that makes your business or organization stand out?
- Why do people choose you instead of someone else doing similar work?

A large, empty rectangular box with a thin black border, intended for the user to write their answer to the question above.

Your dream website

Which websites do you love?

List some websites you are drawn to, in your line of work or not, and why.

Who are your colleagues or competitors?

List a few of your colleagues' or competitors' websites and what you like or don't like about them.

What does your dream website need for you to be successful?

Do you need any of these special features on your website? Leave blank if you don't know.

- Frequently updated information (blog, gallery, events)
- Automation (appointments, events, forms)
- Products or giveaways (courses, packages, memberships, PDFs, videos, audio files, etc.)
- Mailing list (setup, lead magnet, nurture sequence, newsletter design)
- Monetary exchanges (members or students, products, service payments, non-profit donations)
- Something else:

Before we start

Do you have questions about our upcoming work together?

We can address your questions or concerns before or during our first working meeting.

Is there anything else you'd like me to know?

Thanking you for taking the time to let me know about you and your website goals.

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[ONLINE VERSION](https://kerryathompson.com/questionnaire)