

# Needs Analysis

What do you need to succeed online?



### Introduction...

This workbook is designed to take you step by step through your current online presence and help you to determine where you will focus your time, attention, and resources online. There are limitless ways to increase your online presence and grow your business online. Which ones are you currently using? How can you better use them? What are some of the areas you may be missing out on?

Fill out the questionnaire as best you can. If you can't answer something, that is ok, just move on; however, the more completely you fill out the workbook, the more value you will receive from this exercise.

### Personal Information:

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

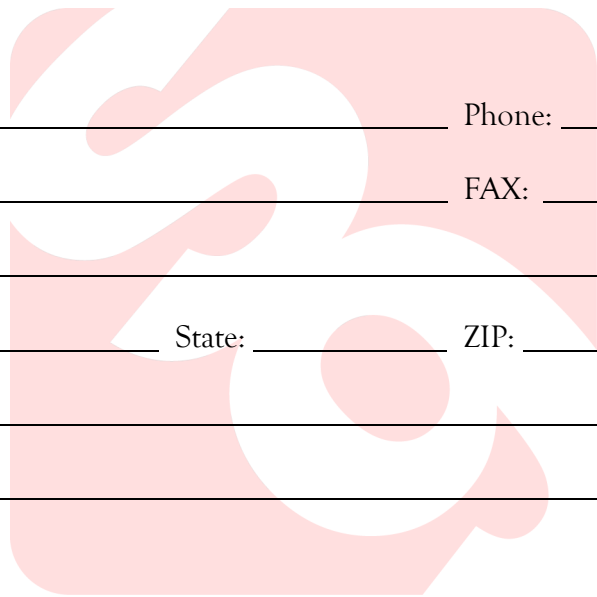
Company: \_\_\_\_\_ FAX: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Present WWW URL: \_\_\_\_\_





**Company Details:**

1. What industry is your business in?

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2. Who are your best customers? (not company names but type of business or consumer).

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3. What makes them the best customers?

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4. Why do your current customers buy from you?

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5. What problems do you solve for your customer?

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6. Who are your main competitors?

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7. What are the URLs for your top competitors websites?

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8. Of those, which competitor sites do you like and why?

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9. What competitor sites do you dislike and why?

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10. How do you think your site beats the competition?

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11. What do your competitors do better than you?

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12. What do you do better than your competitors?

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13. How does your company currently market itself?

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Your Website:

1. What are the goals you have defined for your current website: (ex. E-book download, fill out contact form, subscribe to membership, etc.)

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2. Do you know your current website statistics?

YES / NO

3. How many people visit the Website per month? \_\_\_\_\_

4. When do your visitors visit your website? (be as specific as possible. Are there days with higher traffic or times during the day that have higher or lower traffic?)

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5. How long do they visit the site for? \_\_\_\_\_

6. What are your referring keywords?

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7. Which products or pages are most popular?

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8. Do you know your conversion rate?

YES / NO

9. What feedback have you had about the site?

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10. What are the objectives of your website? (Check all that apply)

- Establish a Web presence
- Increase marketing and product branding
- Increase sales
- Generate business leads
- Increase international presence of the organization
- Generate requests for information
- Support existing advertising, promotional efforts
- Offer customer service
- Build store or business traffic
- Provide latest information regarding new products/services, sales, special promotions and events
- Build a database for emailing
- Position the company as technologically advanced
- Provide directions to consumers
- Survey customers/prospects
- Recruit new employees/post job opportunities



11. How many visitors do you hope to get to your site?

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12. How can the site give you feedback?

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13. Does your site have a contact form?

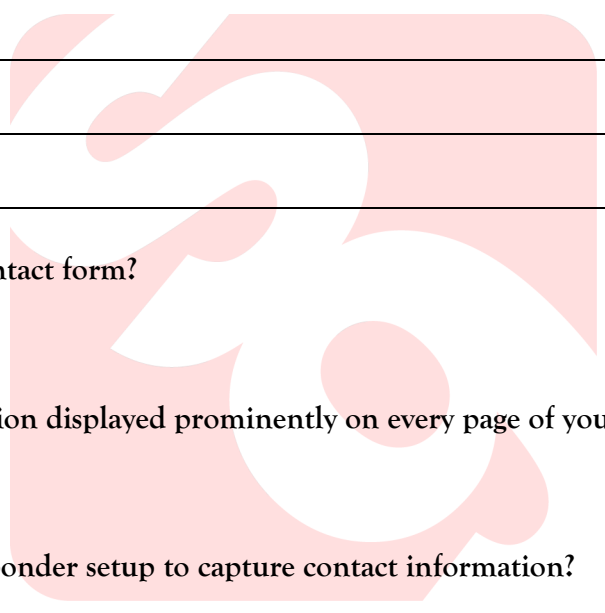
YES / NO

14. Is your contact information displayed prominently on every page of your website?

YES / NO

15. Do you have an autoresponder setup to capture contact information?

YES / NO





Search Engine Optimization (SEO), Search Engine Marketing (SEM),  
Pay Per Click (PPC) Etc.

1. Write down a 2 to 5 word phrase that you might use to search for what you do or want to do on an Internet search engine. No one word phrases, unless the word is a unique brand name or trademark.

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_
- e. \_\_\_\_\_
- f. \_\_\_\_\_
- g. \_\_\_\_\_
- h. \_\_\_\_\_

2. What is the geographic scope of your market?

International      National      Regional      Local

3. Clarify your markets as checked above. What you are looking for are countries, states, and cities for your market areas for targeting the geography in your keywords and phrases. For example, if you are selling widgets in California, what are the target states you cover in California in order of priority?

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4. What do you want to accomplish with Search Engine Marketing?

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5. Have you employed SEO or SEM before? If so, what was performed and what were the results?

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6. Is there anything else (please be specific) that you want your business to be known for?

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7. What problems do you solve for your customer?

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8. What organizations or industries are supportive and/or complimentary to your product/services?

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9. Have you compared your search results to your competition?

YES / NO

10. Do you have a Google Account? YES / NO

Do you have a Yahoo Account? YES / NO

11. Do you currently or have you in the past used any type of pay per click strategies online? If yes, explain.

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### Social Media

1. Does your business use Twitter? YES / NO

How long have you been using it? \_\_\_\_\_

What have you identified as the business purpose for this tool?

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Has this tool met your business goals? YES / NO

What audience does this tool allow you to reach?

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How broadly is this technology being used in your business?

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2. Does your business use Facebook? YES / NO

How long have you been using it? \_\_\_\_\_



What have you identified as the business purpose for this tool?

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Has this tool met your business goals? YES / NO

What audience does this tool allow you to reach?

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How broadly is this technology being used in your business?

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3. Does your business use YouTube? YES / NO

How long have you been using it? \_\_\_\_\_

What have you identified as the business purpose for this tool?

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Has this tool met your business goals? YES / NO

What audience does this tool allow you to reach?

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How broadly is this technology being used in your business?

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4. Does your business use LinkedIn? YES / NO

How long have you been using it? \_\_\_\_\_

What have you identified as the business purpose for this tool?

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Has this tool met your business goals? YES / NO



What audience does this tool allow you to reach?

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How broadly is this technology being used in your business?

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5. Does your business use Blogs? YES / NO

How long have you been using it? \_\_\_\_\_

What have you identified as the business purpose for this tool?

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Has this tool met your business goals? YES / NO

What audience does this tool allow you to reach?

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How broadly is this technology being used in your business?

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6. Does your business use some other Web 2.0 (social media) tools?

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7. Why did you begin using social media tools?

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8. What resources have you applied to these technologies?

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9. Who manages the use of these technologies? \_\_\_\_\_



10. Describe any problems that may have surfaced from the use of these technologies:

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11. Do you have any business-wide policies regarding social media use?

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12. What prevents your business from using or expanding its use of Web 2.0 or social media technology?

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12. Do you think departments have a need for educational resources and opportunities to learn the business benefits of Web 2.0 and social media communications?

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