

100 Questions Your Website Content Must Answer

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100+ Important Questions Your Website Visitors Want Answers To But Will Never Ask

Website content – It's the thorn in every business owner's side that no one seems to really want to talk about. You know you need it. You know it has to be outstanding. You know it needs to convert visitors into clients and customers. You know you have to write it.

But you don't know what to say and you're not sure where look for help, and heck, you have no idea how to even get started. Unfortunately, more business owners than you know suffer quietly in solitude with the exact problem, wishing they had help.

I know this for a fact because **almost every website project delay I encounter is due to content not being finished**. I have sites that sit empty for weeks, sometimes months, because the client doesn't have content ready – and it happens to even the best clients, even those who swear they'll have it done.

So, to help prevent delays, I have a simple resource that outlines exactly what you must include in your website content for our clients – and I'm sharing it with you:

A comprehensive list of more than 100 questions that your website content must answer. These are questions that your visitors want answered, but one they will never ask you.

And, don't freak out because there are so many questions! The questions are organized into groups by web page to make it as easy for you as possible. Your web site may also not use each of these categories. I hope you find these helpful!

Questions Your **Home** Page Needs To Answer

- Who are you?
- What is your expertise?
- How can I learn more about you?
- Why should I stay on your site?
- What will I find on your site?
- What do you do?
- What do you offer?
- How can I hire you?
- How can I buy from you?
- How can I learn from you?
- What can do you for me?
- Who do you serve?
- Why should I care?
- Why do I need you?

Questions Your **About** Page Needs To Answer

- How long have you been doing this?
- How did you become an expert?
- Have you always done this?
- How did you discover your passion?
- What are your qualifications or credentials?
- Do you outsource work or do you do it?
- How are you different from others?
- What is your process or approach?
- What is the big result will I achieve?
- Do you have a team?
- Why should I trust you?

Questions Your **Services** Page Needs To Answer

- What services do you provide or offer?
- What can you do for me?
- Why should I care?
- How do I know which one is right for me?
- How can you help me?
- Who is your ideal client?
- How can I get started?
- What if I want some more information?
- Can I contact you with questions?
- Questions Your PRODUCTS Page Needs To Answer:
- For each product you list on your products page, answer:
- What is the product?
- What type of product is it?
- Who is this product perfect for?
- What problems do this product solve?
- Why did you create the product?
- Why should I care?
- What will it do for me/how will it help me?
- What do other people think about it?
- How do I buy it, download it, or learn more?
- How do I know if it is right for me?
- Does it really work?
- How much does it cost?

Questions Your **Testimonials** Page Needs To Answer

- How were these testimonials gathered?
- Why are you showing these testimonials?
- What will I learn from these testimonials?
- Who are these people featured?

- Where are these testimonials from?
- Can I contact any of the people listed?

Questions Your **Case Studies** Need To Answer

- Why did the client hire you in the first place? What was their challenge or problem?
- What was the strategy / your approach?
- What did you do for them? What were the deliverables?
- Who actually did the work? What was your role?
- What was unique about the project?
- What was the outcome?
- What results has the client experienced as a result of your work together?
- What does the client have to say about the project?
- Can I see examples?

Questions Your **Resources** Page Needs To Answer

For each resource you list on your resources page, answer:

- What is the resource?
- Why are you recommending it?
- Why should I care?
- Have you actually used this?
- What will it do for me?
- How do I buy it, download it, or learn more?
- Do you receive a commission for my referral?
- How do I know this is good?

Questions Your **Media** Page Needs To Answer

- What other media outlets have you been featured in?
- Can I see any feedback or reviews from your media appearances?
- Can I review your professional bio, photos, and media reel?

- What awards have you won?
- Can I see samples of you in the media?
- Do you have a press kit or media kit?
- What different types of media are you available for?
- Do you have interview questions available to review?
- Why should I book you, interview you, or contact you?
- How can you help me?
- Will you travel?
- How should I contact you?

Questions Your **Contact** Page Needs to Answer

- Who should I contact?
- What is your phone number?
- What is your fax number?
- What is your email address?
- What is your mailing address?
- Where else can I find/contact you?
- Should I fill out a specific form?
- When will I receive a response?
- What's the fastest way to contact you?
- How do I get to your location?

Questions Your **Speaking** Page Needs To Answer

- What type of speaker are you?
- How much experience do you have?
- What is your main area of expertise?
- What are is your most popular talk?
- What other topics do you speak on?
- Who have you spoken for already?
- Why should I book you to speak?

- What are your credentials?
- Can I see feedback from past clients?
- Can I see feedback from audience members?
- How did you become an expert?
- Can I see samples of you speaking?
- Have you won any awards?
- What are your fees?
- Are you willing to travel?
- What's the best way to contact you?

Questions Your **Thank You** Page Needs To Answer

- Digital: How do I download it?
- Physical: When will it arrive?
- What can I expect now?
- What are my next steps?
- I don't want to wait, what can I do now?
- Will I get more emails from you?
- Will I receive your email newsletter now?
- Can I unsubscribe easily?
- What if I have questions about this?
- How do I get started?

Questions Your **Books** Page Needs To Answer

- How is this book different than others?
- Why should I buy this book?
- What will I learn from the book?
- Has the book been featured anywhere?
- Who is this book written for?
- What made you write the book?
- What problem does the book solve?

- How/where can I buy the book?
- Do you have any reviews of the book?
- What has the media said about the book?
- Are there any special bonuses if I buy the book?

Questions Your **Affiliates** Page Needs To Answer

- What is an affiliate program?
- Why would I want to be an affiliate?
- How does It work?
- How can I make money?
- How much can I earn?
- How / when do I get paid?
- What if my referral doesn't get tracked?
- Who can sign up?
- How do I get started?
- What if I have questions?
- Can I promote it any way I want?
- Are there any restrictions or rules?

Questions Perfect For Your **FAQ** Page

- Will your services really work and produce the results I want?
- Will you guarantee that I will achieve a specific result?
- What type of results can I expect?
- How quickly can I expect to see results?
- Can I contact some of your former clients to see what it's like working with you?
- Can I sample your product or service?
- What types of payment do you accept?
- What happens if I need to quit the program or cancel the service?
- Do you provide a warranty?

- What happens when we've reached the end of our agreement?
- Are there any other things I should know?
- What if you have never worked with someone in my industry?
- Under what circumstances will my costs increase?
- What happens if I don't listen to you, take your advice, or do it your way?
- Who do you work best with?
- Who do you NOT work with?
- What is required of me if I decide to work with you?
- How long will this take?
- Do you offer payment plans?
- Do I retain the rights to everything developed while working together?

Questions Your **Events** Page Needs To Answer

For each event you list on your events page, answer:

- Who is hosting the event?
- What is the name of the event?
- What kind of event is it?
- Who will be attending the event?
- How big is the event?
- Where is the event?
- How much does the event cost?
- Why are you promoting the event?
- Why should I care about this event and attend?
- How will this event help/benefit me?
- Why should it matter if I don't go?

Questions Your **Sponsors** Page Needs To Answer

- Why should I sponsor this event?
- How is this event different from others?
- How is this sponsorship opportunity different from others?

- What different sponsorship opportunities are available?
- What does each sponsorship level or package include?
- What is the investment for each level?
- Is sponsorship exclusive or will you accept others who do the same thing I do?
- If I get a “table” what does the layout look like and do I get to pick my location?
- Are the sponsors tables/exhibitor booths in the same room or in a different area?
- If they are in a different area how will you drive attendee traffic to the location?
- How do I know if being a sponsor is right for me?
- How will you promote sponsors during the event?
- How will you promote sponsors before and after the event?
- Will the sponsor area be open throughout the entire event or only in limited time blocks?
- How can I tell if your audience is a match with my ideal clients and customers?
- Who can I contact with questions?
- Are there are event/sponsorship rules that I need to know about?
- What have past sponsors said about their investment in being a sponsor?
- What kind of results have other sponsors experienced?
- Who else has already committed to sponsoring the event?

Questions Your **Travel** Page Needs To Answer

- What are the exact dates of the event?
- Where is the event being held? What is the contact information?
- What amenities does the hotel have?
- Is there a group room rate available? What is the code?
- Is the group rate available to extend before/after the event?
- Should I come in the night before?
- When is the best time to fly out? What time does the event officially end?
- What is the weather like?
- What attractions are nearby?

- What is the nearest airport?
- How far away from the airport is the hotel?
- What type of transportation is available?

Questions Your **Tickets** Page Needs To Answer

- How much do tickets cost?
- When do tickets go on sale?
- Is there early bird pricing?
- When do tickets prices increase?
- Is there a cut-off date to buy tickets?
- Will I get a receipt or a ticket I need to print out?
- Is there a bring a friend discount or a spouse/partner deal?
- What happens if I buy a ticket and can't go? Is there a refund policy?
- Are tickets transferrable? If so, is it only through a certain date?
- What is included with my ticket?
- Are there any upgrades available that I should know about?
- Is there a code of conduct that I must adhere to?
- Is there a A/V or photography release that I must agree to?