

## **Structures Unlimited Client Q&A**

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**Generally speaking, who is your audience? What type of person uses your site?**

- Architects, contractors, or developers mostly
- Usually older, established businessmen or women

**And what age group would you guess these people might fall in?**

- Guessing about 35 - 60

**What would you guess are the 3 most popular goals a user has on your site?**

- Locate contact info
- Learn what services we offer
- See what other projects we have done

**Where in your day-to-day do you have the most communication with clients? And how does a potential client usually contact you?**

- Email is by far the most popular, sometimes by phone
- Potential clients usually find out about us through word of mouth, but we believe that sometimes they find us through local necessity (a search for an engineer in the area)