

Persona's Name: Shelley

Age: 27

Lives in: Helena

Occupation: Stay at home mom

What types of activities does this persona do online?

1. Online Shopping
2. Social Media
3. Search for recipes
4. Bill Pay
5. Research best products for family

What activities would this persona perform on your web site?

1. Read about the service
2. Look up info about owners
3. Find positive reviews
4. Identify pests
5. Contact us about service

What questions would this persona have or want answered from your website starting with who, what, why, where, when, how (you fill in the rest). Please provide the **questions** and **answers** to the questions.

1. Question: Who are the people behind this company?

Answer: Jake and Madison Silcock started this company to ensure your pest needs

2. Question: What are my options for services?

Answer: You can choose between a quarterly and bi-monthly service

3. Question: Why should I choose this company over another company?

Answer: We are family owned and operated and go above and beyond the industry standard

4. Question: Where can I get more information?

Answer: Give us a call today for a free quote.

5. Question: When can I get treated next?

Answer: Click here to view your customer PestRoutes portal

6. Question: How can I pay my bill?

Answer: You can pay it online, over the phone, or through the mail.

Persona's Name: Frank

Age: 65

Lives in: Birmingham

Occupation: Apartment Manager

What types of activities does this persona do online?

1. Emails apartment residents
2. Online shopping
3. Find directions for local businesses
4. Check personal and business accounts
5. Check facebook

What activities would this persona perform on your web site?

1. Identify pest problems
2. Compare prices
3. Look for locations
4. Search for commercial pricing
5. Fill out contact form

What questions would this persona have or want answered from your website starting with who, what, why, where, when, how (you fill in the rest). Please provide the **questions** and **answers** to the questions.

1. Question: Who can I contact about a free inspection?

Answer: Give us a call today and we will send one of our technicians to your home.

2. Question: What commercial plans do you offer

Answer: We treat everything from offices to clinics to gas stations to apartment complexes. Our commercial plans are custom priced.

3. Question: Why do I need to be treated multiple times per year?

Answer: Treating throughout the year creates a barrier around your home that consistently keeps the bugs away.

4. Question: Where can I find reviews of your company?

Answer: Check out our 5 star rating on google and facebook.

5. Question: When will you be able to treat us?

Answer: Call us today for availability.

6. Question: How do you accept payment?

Answer: We take card, cash, or check.

Persona's Name: Timothy

Age: 45

Lives in: Inverness

Occupation: Software Engineer

What types of activities does this persona do online?

1. Creates websites
2. Watches Ted Talks
3. Email clients
4. Maintains social media
5. Searches google adwords

What activities would this persona perform on your web site?

1. Look for legitimacy
2. Find the About section
3. Compare pricing
4. Refer a friend
5. Login to account

What questions would this persona have or want answered from your website starting with who, what, why, where, when, how (you fill in the rest). Please provide the **questions** and **answers** to the questions.

1. Question: Who has positive experiences with your service?

Answer: Here are customer reviews of our service and what we can do for you.

2. Question: What type of product does your company use?

Answer: Our product is effective and natural, perfect to protect your home and keep your family safe.

3. Question: Why is this your treatment process?

Answer: We will spray the outside with a 50 gallon power sprayer, up the walls and into the lawn, brushing down any nests or webs in the eaves. Inside, we will seal off all the cracks and crevices to ensure you are pest free.

4. Question: Where can I identify my pests?

Answer: Here are some common pests you may be seeing under the Pest ID tab

5. Question: When will my services be?

Answer: Login to your account to see the next service

6. Question: How can I refer a friend?

Answer: Use our Refer a Friend Contact form