**CONTENT WRITING QUESTIONNAIRE**

Q: How many pages do we need to write? Please specify the exact name of the

Pages that are needed; e.g. Home Page, About Us, Products, Services,

Portfolio, Location Map, Contact, etc.

Ans:

**Information about Your Company**

Q: Briefly describe your business or organization in one or two short

paragraphs. Describe the culture and personality of your business.

Ans:

Q: Provide relevant Information about your organization, its history, the

People, their expertise and resumes (if possible).

Ans:

Q: What is the Vision and Mission or Purpose of your business or

Organization?

Ans:

Q: What makes you stand out and sets your company apart from others in your

industry? Is there a unique aspect to your company that you could use as a

point of differentiation? What is your unique selling point?

Ans:

Q: Who is your competition? (Please list at least 3-5 competitors).

Ans:

**Information about Your Services:**

Q: List down the services and products you offer

Ans:

Q: What makes your business, products and services unique? What is your

competitive advantage? Why do customers choose you?

Ans:

Q: How exactly your services enhance the lives, or solve the problems, of

your target consumers?

Ans:

Q: Please list 10 to 20 top keywords or phrases people use to search for

your products or services

Ans:

Q: Describe your ideal visitor; give us as much relevant information as you

can about your target audience. Describe the typical consumer you are

addressing and please include – where possible – details such as age,

gender, income, interests, habits, lifestyle and locality

Ans:

Q: What are your customers trying to accomplish by using your products or

services?

Ans:

Q: What is your target location: International, national, regional or

local?

Ans