



Your
Internet Marketing

Getting Started Package

with

Honey Bee Buzz





Hitting the Honey Pot. Answer these questions carefully and honestly so that you save yourself time and together we hit the target on the first shot.

1. If you have a website now, how is it working for you?

2. What are the top 3 things you need your website to do?

1.

2.

3.





3. Are you getting pre-qualified visitors? (This means, are the people who come to your site looking for what you have to offer, or did they expect something different.)

4. Who are your current visitors?

5. Who would you like to have for visitors? (age range, income, business type, location, etc.)

6. What do each of those categories of visitors want to do once they reach your site? (buy your products, hire your services, take a class, get information)

7. What are your services and/or products?





8. What do these do for your customers?

9. How are you different from your competitors?

10. List some of your competitors' websites, and explain what you like about them and/or dislike.

11. What style and message do you want your site to convey?

12. What information do you want your visitors to get from your site?





13. What of that information do you already have written?

14. What other (related or not) websites do you like the look of?

15. What have you done so far for your marketing campaigns?

- email
- print mail
- online advertising
- blog
- social marketing
- podcasting

