



**1** KEY MESSAGE & OBJECTIVES

What is the key message that you wish to convey to your target audience with this website?

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How do you differentiate yourself from your competitors? What makes you different? What is your unique selling point?

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If your reader should come away with one main thought from having read your piece, what is it?

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**2** TARGET AUDIENCE

Who are your target audience? Give as much detail as possible – age, location etc...Is this different than your current customer profile?

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**3** PERCEPTION

Use three adjectives to describe how your site should be perceived? E.g. professional, humorous, innovative etc...

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Is this image different to how your company is currently perceived? If so, how?

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What is the biggest challenge in getting this image across to your customers?

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**4** COMPETITION

Who are your main competitors?

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**6** CONTENT

Write 1-2 paragraphs on what the company does. Describe products, services etc... in plain English.

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Can you provide any supporting literature?

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What elements do you want to include in the piece?

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Who is the main contact in the company for approval of content?

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