

Client Content Questionnaire

1. On what website will this content reside?
2. What is the site's main focus and purpose?
3. How many posts/pages do you need?
4. How many words are you expecting per post/page? (Note: word counts are an estimate and will likely range +/-50 words.)
5. What is the main purpose of your copy campaign?
 - Attract Attention
 - Educate/Inform
 - Generate Sales
 - Generate Traffic
 - Attract Links
 - Other. Please explain:
6. What emotion do you want your audience to feel?
 - Joyful
 - Motivated
 - Angry
 - Scared
 - Sad
 - Amazed
 - Excited
 - Satisfied
 - Other. Please explain:
7. What tone best fits your content?
 - Formal
 - Educational
 - Humorous
 - Laid-back
 - Newsy
 - Serious
 - Friendly
 - Promotional
 - Other. Please explain:
8. Describe your target audience?
9. What does your website/company provide to your audience?
10. Please provide links to two of your competitors?

11. Provide any topics you have in mind.

12. Provide any topics or themes we should avoid.

13. Do you have any specific preferences for linking, formatting, and headline creation? (Do you want inbound and outbound links? How many? Are there specific sites/pages you want to link to? Specific sites/pages you don't?)

14. Please provide two links that exemplify the type of content you prefer and why.

15. Please provide any additional requirements or instructions you have.

Note: Questionnaires are just the beginning of the production process. I use them to gather initial information. Further follow up may be required.