

1. What products and/or services do you offer? (list them by priority of importance)
2. Are any of these products and/or services not commonly known to your audience?  
If yes, please list them.
3. What is the geographic target of your business?
4. Who are your best customers and why?
5. List your major competitors and their website addresses.
6. If you were to search for your business, what keywords would you use?
7. Do you currently have web statistics available? If yes, we would love to see them... Can you provide us with access to your reports?