



Website Visitor Qualities WS-3

Site Info

Business Name: _____

Contact Info: Name: _____

 Address: _____

 Phone: _____

Website URL: _____

Instructions

Introduction

This worksheet is meant to give you personal and or business qualities of your ideal customers. It should be filled out multiple times to increase the spectrum of qualities you design and plan your website around.

Instructions

Fill out each form field and repeat. Forms can be filled from a B2B perspective or individual customer. Compile multiple completed forms and review. Make note of differences and things in common with those personas created. How can you design your website to better suite the needs of these customers?

You might find offering solutions to discovered problems right on your homepage a successful strategy. You could also design your site around the visual appeal and needs of those possible clients.

Be sure to revisit this process later on as your business grows and customer needs shift. If you have a team we encourage you to make them part of this. At every step of your company's process you will find focuses changing.

The person in shipping is dealing with different customer issues on a daily basis than someone from your sales team. Make sure to use every asset in formulating your customer profiles for your success



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Ideal Customer Profile

Form Completed By: _____

Date: _____

Name
(Business Name)

Age
(Business Age)

Location

Job Title
(Industry)

Salary
(Revenue)

Family
(Employees)

Problems Faced

Problem Results

Problem Solution

Insights