

SOSTRE ASSOCIATES

CONSULTING · DESIGN · DEVELOPMENT

1. What are the main goals of your website (informational, lead generation, product sales, etc.)?
2. What message(s) do you want the site to convey to your audience?
3. What makes you different from your competition?
4. Who are your primary competitors?
5. Why would someone choose to do business with them, instead of you?
6. Tell me everything you can about your customers and potential customers.
7. How does your business make money? (What is your primary business model?)
8. Are there any niche markets that your product/service would fit well with?
9. Do you have any website examples that you like in terms of look and feel?
10. Provide a site map of our new website, such as the following:
 - Homepage
 - About Us
 - Bios
 - History
 - Locations
 - Types of Funds
 - Energy
 - Other
 - News & Articles
 - Contact Us

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