



Top 15 Questions to Ask

before transitioning your website into a marketing and lead generation site:

- 1. Do we know who is coming to our site now & how they're using it?
2. Do we know where & why people leave our site now?
3. How have our current customers found out about us? Why did they start to do business with us?
4. Can we express what we do in words that a ten year old would understand?
5. Do we have a clear brand?
6. Do we know our value proposition?
7. How are we different from everyone else out there?
8. How do people find out about us?
9. What keywords do people search on in our industry?
10. What will give prospects that 'wow' experience when they come to our site?
11. Do we have already developed marketing materials that can be leveraged on the site?
12. Do we know what call to action has the most impact on our target audience?
13. What would have people think 'Ah good, I'm in the right place' immediately when they get to our site?
14. How will we measure the success of our new site?
15. Do we have a good CRM system to track leads through to sales?

Open Box Design Portfolio:

Open Box develops websites based on the audience and clientele of our customers. This results in a wide variety of different designs and impressions created by our websites. We have selected a small sample to give you a sense of our diversity, and you can see many more sites on our online portfolio at www.openboxinc.com/portfolio-design.html.

