

CLIENT BONUS

100+ Questions Visitors Want Answers to But will Never Ask



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WEBSITE COPY CONSIDERATIONS

100+ Questions Website Visitors Want Answers to But Will Never Ask

Writing Your Website Content Is Tough!

Website content is the thorn in every business owner's side no one wants to talk about.

- You know you need it.
- You know it must be outstanding.
- You know it needs to convert visitors into clients and customers.
- And, you know you must write it.

But maybe you don't know what to say or you're not sure where look for help or how to get started. If that's the case, you're not alone.

Nearly every website project delay we encounter is caused by website content not being finished. Sites sit empty for weeks (and months) because the content isn't ready — and it happens to even the best clients who swear they'll have it done on time.

To help you get your content done on time and prevent delays, this resource gets you thinking about what must be included in your website content with...

A comprehensive list of MORE THAN 100 questions your website content must answer – questions that your visitors want answered, but one they will never ask you.

And don't let the number of questions make you nervous!

The questions are organized by web page to make it as easy for you as possible — and your website may not include all the pages listed in this resource. I hope you enjoy it!

Questions Your HOME Page Needs To Answer:

- Who are you?
- What is your expertise?
- How can I learn more about you?
- Why should I stay on your site?
- What will I find on your site?
- What do you do?
- What do you offer?
- How can I hire you?
- How can I buy from you?
- How can I learn from you?
- What can do you for me?
- Who do you serve?
- Why should I care?
- Why do I need you?

Questions Your ABOUT Page Needs To Answer:

- How long have you been doing this?
- How did you become an expert?
- Have you always done this?
- How did you discover your passion?
- What are your qualifications?
- Do you outsource work?
- How are you different from others?
- What is your process or approach?
- What is the big result will I achieve?
- Do you have a team?
- Why should I trust you?

Questions Your SERVICES Page Needs To Answer:

- What services do you provide?
- What can you do for me?
- Why should I care?
- Which offer is right for me?
- How can you help me?
- Who is your ideal client?
- How can I get started?
- How do I get more information?
- Can I contact you with questions?

Questions Your TESTIMONIALS Page Needs To Answer:

- Why show these testimonials?
- How were they gathered?
- How will they help me?
- Who are the people featured?
- Can I contact the people listed?

Questions Your CASE STUDIES Need To Answer:

- Why did the client hire you?
- What was their challenge or problem?
- What was the strategy / your approach?
- What did you do for them?
- What were the deliverables?
- Who did the work?
- What was your role?
- What was unique about the project?
- What was the outcome?
- What results did your work produce?
- What does the client have to say about the project?
- Can I see examples?

Questions Your PRODUCTS Page Needs To Answer:

For each product you list on your products page, answer:

- What is the product?
- What type of product is it?
- Who is this product perfect for?
- What problems do this product solve?
- Why did you create the product?
- Why should I care?
- What will it do for me?
- How will it help me?
- What is included?
- What do other people think about it?
- How do I know if it is right for me?
- Does it really work?
- How much does it cost?
- What is the next step?

Questions Your RESOURCES Page Needs To Answer:

For each resource you list on your resources page, answer:

- What is the resource?
- Why are you recommending it?
- How do I get it or learn more?
- Are you an affiliate for this resource?
- Why should I care?
- Have you actually used this?
- What will it do for me?
- How do I know this is good?
- Where can I see a demo or an example of it?

Questions Your MEDIA Page Needs To Answer:

- What media outlets have you been featured in?
- Can I see any feedback or reviews from your media appearances?
- Can I review your professional bio, photos, and media reel?
- What awards have you won?
- Can I see you in the media?
- Do you have a press kit or media kit?
- What media are you available for?
- Do you have questions available?
- Why should I book you?
- How can you help me?
- Will you travel?
- How should I contact you?

Questions Your CONTACT Page Needs to Answer:

- Who should I contact?
- What is your phone number?
- What is your fax number?
- What is your email address?
- What is your mailing address?
- Where else can I find/contact you?
- Should I fill out a specific form?
- When will I receive a response?
- What's the fastest way to contact you or get a response?
- How do I get to your location?
- Where else can I get in touch?

Questions Your SPEAKING Page Needs To Answer:

- What type of speaker are you?
- How much experience do you have?
- What is your main area of expertise?
- What are is your most popular talk?
- What other topics do you speak on?
- Who have you spoken for already?
- Why should I book you to speak?
- What are your credentials?
- Can I see feedback from past clients?
- Can I see audience feedback?
- How did you become an expert?
- Can I see samples of you speaking?
- Have you won any awards?
- What are your fees?
- Are you willing to travel?
- What's the best way to contact you?

Questions Your THANK YOU Page Needs To

Answer:

- Digital: How do I download it?
- Physical: When will it arrive?
- What can I expect now?
- What are my next steps?
- What can I do now?
- Will I get more emails from you?
- Will I now get your email newsletter?
- Can I unsubscribe easily?
- What if I have questions about this?
- How do I get started?

Questions Your BOOK Page Needs To Answer:

- How is this book different than others?
- Why should I buy this book?
- What will I learn from it?
- Where has it been featured?
- Who is this book written for?
- What made you write the book?
- What problem does the book solve?
- How/where can I buy the book?
- Do you have any reviews to share?
- What has the media said?
- Are there any bonuses if I buy it?

Questions Your AFFILIATE Page Needs To Answer:

- What is an affiliate program?
- Why would I want to be an affiliate?
- How does It work?
- How can I make money?
- How much can I earn?
- How / when do I get paid?
- What if my referral isn't tracked?
- Who can sign up?
- How do I get started?
- What if I have questions?
- Can I promote it any way I want?
- Are there any restrictions or rules?

Questions Perfect For Your FAQ Page:

- Will your services really work and produce the results I want?
- Will you guarantee a specific result?
- What type of results can I expect?
- How quickly can I see results?
- Can I contact some of your former clients to see what it's like working with you?
- Can I sample your product or service?
- How can I pay?
- What happens if I need to quit the program or cancel the service?
- Do you provide a warranty?
- What happens when we've reached the end of our agreement?
- Are there other things I should know?
- What if you have never worked with someone in my industry?
- Under what circumstances will my costs increase?
- What happens if I don't listen to you, take your advice, or do it your way?
- Who do you work best with?
- Who do you NOT work with?
- What is required of me if I say yes?
- How long will this take?
- Do you offer payment plans?
- Do I retain the rights to everything developed while working together?

Questions Your EVENTS Page Needs To Answer:

For each event you list on your events page, answer:

- Who is hosting the event?
- What is the name of the event?
- What kind of event is it?
- Who will be attending the event?
- How big is the event?
- Where is the event?
- How much does the event cost?
- Why are you promoting the event?
- Why should I attend this event?
- How will this event help/benefit me?
- Why should it matter if I don't go?

Questions Your TRAVEL Page Needs To Answer:

- What are the exact dates of the event?
- Where is the event being held?
What is the contact information?
- What amenities does the hotel have?
- Is there a group room rate available?
What is the code?
- Is the group rate available to extend before/after the event?
- When is the best time to fly out?
What time does the event officially end?
- Should I come in the night before?
- What is the weather like?
- What attractions are nearby?
- What is the nearest airport?
- How far away from the airport is the event hotel/venue?
- What type of transportation is available?

Questions Your SPONSORS Page Needs To

Answer:

- Why should I sponsor this event?
- How is this event different?
- How is this sponsorship opportunity different from others?
- What sponsorship opportunities are available?
- What does each sponsorship level or package include?
- What is the investment for each level?
- Is sponsorship exclusive or will you accept others in my industry?
- Who can I contact with questions?
- How can I tell if your audience is a match with my ideal clients and customers?
- If I get a “table” what does the layout look like and do I get to pick my location?
- Are the sponsors tables/exhibitor booths in the same room as the event or in a different area?
- If they are in a different area how will you drive attendee traffic to the location?
- How do I know if being a sponsor is right for me?
- How will you promote sponsors during the event?
- How will you promote sponsors before and after the event?
- Will the sponsor area be open throughout the entire event or only in limited time blocks?
- Are there are event/sponsorship rules that I need to know about?
- What have past sponsors said about their investment in being a sponsor?
- What kind of results have other sponsors experienced?
- Who else has already committed to sponsoring the event?

Questions Your TICKETS Page Needs To Answer:

- What is included with my ticket?
- How much do tickets cost?
- When do tickets go on sale?
- Is there early bird pricing?
- When do tickets prices increase?
- Is there a cut-off date to buy tickets?
- Will I get a receipt or a ticket I need to print out?
- Is there a bring a friend discount or a spouse/partner deal?
- What happens if I buy a ticket and can't go? Is there a refund policy?
- Are tickets transferrable? If so, is it only through a certain date?
- Are there any upgrades available that I should know about?
- Is there a code of conduct that I must adhere to?
- Is there a A/V or photography release that I must agree to?