

Target Audience Questionnaire

Understanding and defining your target audience is an important step in creating your new website: this will help guide the various components of your site, including your copy and design.

Now, let's play a bit of pretend, shall we?

Think about your absolute Dream Client.

What is the age group and gender of your Dream Client?

What is the location of your Dream Client (local, regional, national, etc.)?

What is the marital or family status of your Dream Client?

What is your Dream Client's income level and education level?

What industry does your Dream Client work in?

What are some of your Dream Client's primary values?

What are some of your Dream Client's interests and/or hobbies?

What are some of your Dream Client's biggest challenges or frustrations?

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