**CONTENT QUESTIONNAIRE**

1. Who is your target audience? (What age range are they? Where are they from? What gender? What do they like/what are they passionate about? What do they hate?)

2. What is your ultimate goal for the business? In one to two lines, what are you trying to do in the world?

3. What is your business selling? List all products and services here.

4. What is your ultimate goal for the website/blog? If you could get users to do one thing, what would it be?

5. How will you know if you’ve succeeded? (What’s your measurement/success metric?)

6. What are your secondary goals with the site/blog? If you could get your users to do two more things, what would they be?

7. What kind of content is already on your blog/site? Which types of posts get the most comments? Which types get the most shares? Which types get the most clicks? Which types result in real sales/actions that generate income?

8. What do you like most about your existing site?

9. Is there anything you don’t like about the site?

10. What other similar sites/blogs do you love and why? (Please list up to three)