



## Copy Archeology / Web Purpose Research Brief

### Part 1: Your Business/Organization

Name: \_\_\_\_\_ Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

URL: \_\_\_\_\_ E-mail: \_\_\_\_\_

Business/Organization description:

# of years in business: \_\_\_\_\_ # of employees: \_\_\_\_\_ # of customers: \_\_\_\_\_

### Part 2: Your Purpose

#### What do you want visitors to DO?

(Check all that apply, and then highlight the PRIMARY purpose):

- ☐ Find your site via search engines
- ☐ Buy your products via ecommerce/shopping cart
- ☐ Come to your retail store (bricks and mortar)
- ☐ Email you with questions about your products, services, organization
- ☐ Become a qualified lead for your business
- ☐ View an electronic portfolio and/or case studies of your products, services
- ☐ Access a library of information
- ☐ Get up-to-date information/news that impacts them
- ☐ View and/or order product demonstrations, seminars, training materials

- Other \_\_\_\_\_

**Business marketing and sales goals for your website**

(Check all that apply):

- ☐ Cultivate more clients
- ☐ Focus on selling more products and/or services to existing clients
- ☐ Grow specific programs or product lines
- ☐ Launch a new product or service
- ☐ Reinforce other marketing efforts

- Other \_\_\_\_\_

**Sites you like the look and feel of, and WHY (sites in your field and any other sites)**

1. Company: \_\_\_\_\_ Domain Name: \_\_\_\_\_

WHY: \_\_\_\_\_

2. Company: \_\_\_\_\_ Domain Name: \_\_\_\_\_

WHY: \_\_\_\_\_

3. Company: \_\_\_\_\_ Domain Name: \_\_\_\_\_

WHY: \_\_\_\_\_

**Major competitors**

Competitive climate (Who else offers similar products or services; who owns this space?):

1. Company: \_\_\_\_\_ Domain Name: \_\_\_\_\_

2. Company: \_\_\_\_\_ Domain Name: \_\_\_\_\_

3. Company: \_\_\_\_\_ Domain Name: \_\_\_\_\_

### Part 3: Content Message Considerations

**Describe your ideal/target customer the best you can:**

- Gender, age, geographic location (very important), cultural considerations:
- Characteristics:
- Major “pain point” that your business/organization can alleviate or address  
— **what keeps them up at night?**
- Solution they’re looking for/what you help them do:
- What motivates and inspires this audience emotionally?
- Customer insights from research, anecdotes:

#### **ESSENTIAL:**

**What’s the main **UNIQUE** benefit or solution *only* your product or service can offer?**  
(This is the USP, or Unique Selling Proposition/Unique Solution Proposition)

- List the key features of your products or services.
- List the key benefits that those features deliver to customers.
- What is your Big Promise (what, exactly, are we promising that our product will do):

**What’s the single most important benefit or offer for this target audience?**  
(In one sentence)

## **ESSENTIAL:**

### **How does your big promise solve the prospect's #1 pain point?**

What are you really selling? This is the big “so what?” about your product or service.

(i.e. we're not selling steak or even the sizzle; we're selling the vanity of eating at a fine restaurant)

- What is the support for the key messages, the proof or “reasons to believe” (testimonials, endorsements, stories, case studies, product specifics, etc.)?
- What are the objections that need to be overcome for success? For example, are you asking your audience to switch brands...try something new... try something unknown?
- What competitive considerations need to be taken into account for your site's messages?
- What is the tone or “voice” to be conveyed in your messages?  
(serious, lighthearted, fun, practical)
- What is the offer – the reason to buy or contact you **NOW**? (Limited-time trial offer, etc.)
- What is the call to action? (Order now, inquire now, sign up for our newsletter, etc.)
- How can the audience respond to you (phone/email/Web/mail/fax/go to your store)?
- What company contact information is to be used?