

# Your Customer Demographics

Please provide details about your customer demographics who are likely to decide to contact you.

	1 <sup>st</sup> Demographic	2 <sup>nd</sup> Demographic	3 <sup>rd</sup> Demographic
Age Range			
Gender			
Income			
Job / Role			
Location			
What is their computer skill level?	<input type="checkbox"/> Naïve <input type="checkbox"/> Intermediate <input type="checkbox"/> Expert	<input type="checkbox"/> Naïve <input type="checkbox"/> Intermediate <input type="checkbox"/> Expert	<input type="checkbox"/> Naïve <input type="checkbox"/> Intermediate <input type="checkbox"/> Expert
<b>PROBLEMS</b> What problems do you solve?	❖ ❖ ❖	❖ ❖ ❖	❖ ❖ ❖
<b>GOALS</b> Suggest goals you hope each demographic will achieve on your website.	❖ ❖ ❖	❖ ❖ ❖	❖ ❖ ❖
<b>EMOTIONS</b> What emotions should each demographic feel when they interact with your business?	❖ ❖ ❖	❖ ❖ ❖	❖ ❖ ❖
<b>MESSAGING</b> What message do you want to convey to each demographic?			
<b>SEO</b> What search engine keywords are you actively targeting for each demographic?	❖ ❖ ❖	❖ ❖ ❖	❖ ❖ ❖

*With User Experience built into your marketing, you'll give your visitors what they want!*