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SEO Questionnaire

Thanks for requesting an SEO Campaign analysis. Search-engine-optimization is the process of optimizing your website to get organic, or un-paid traffic from the search engine results page (or "SERP"). A strong SEO strategy can help raise the trust and authority of your website, as well as raise your visibility by increasing both the number of keywords, as well as your perceived expertise of these keywords. In order to begin our research and present a personalized recommendation, please complete the following form.

{ If you have any questions, please do not hesitate to contact us. }

1. Who is your target market? Give us an idea of what your ideal customer looks like.
2. What are the most profitable products or services you offer? We will use these products and services build content to improve our SEO efforts.
3. What is your company's unique selling point? Tell us what makes YOU different to your competitors.
4. Have you done or are you currently doing any other online marketing? Give us some details about your other marketing efforts.
5. Do you have any keyword suggestions? We will conduct a full analysis of your website and industry, that said, are there any specific keywords you would like us to look at? Are there any industry buzz words we should know about? What might your idea client be looking for when they find your business online?



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6. Who would you consider your biggest/best/leading competitors? Are there any other competing businesses/websites you would like us to know about? As we research our strategic approach to your SEO campaign, knowing as much as we can about your competitors can greatly improve your strategy for better results.

7. Are there any specific geographic locations you want us to focus on? Any specific states, or cities?

8. Is there anything else we should know as we conduct our initial research and put together a strategy and budget for this SEO marketing campaign?