

SEO QUESTIONNAIRE

COMPANY

Briefly describe your company: _____

Please list each service and/or all products you offer: _____

Who and where is your target market? _____

List any online competitors: _____

Why do people buy from you? (price, your team, experience. etc)

WEBSITE

What is your web address or URL? _____

Is the purpose of your site to generate leads and sales, provide information, or both?

SEO QUESTIONNAIRE

Describe your site's conversion points: (email, call you, product purchase, etc)

How many conversions do you currently get per month? _____

How much traffic does your site currently get per month? _____

What type of analytics tracking do you have installed? _____

Who currently makes updates to your site? _____

What platform is your website built on? (WordPress, Wix, SquareSpace, Joomla, etc)

Do you have a blog? If so, what's the web address and who is in charge of it? _____

SEO

Have you performed SEO before? _____

What was the SEO company's name? _____

Why did you leave your SEO company? _____

SEO QUESTIONNAIRE

What keywords did you target?

Can you provide previous SEO reports? _____

SOCIAL

Please list all social media channels _____

GOALS

How much traffic and/or conversion do you want per month? _____

Describe any other goals for your website? _____

NOTES

Please provide your Google analytics by adding my email

Please email your responses back

Leave anything black that is not applicable or you are unsure of