



# SEO

updated: 9/2015

(please answer "n/a" if you do not know)

## Your Company

Briefly, what do you do? Are you fully and online service?: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What product/service you offer? What percentage of your revenue comes from online sales? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Who your target market? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

List any online competitors: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Why do people buy from you?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## WEBSITE

What is your web address or URL? \_\_\_\_\_

Is the purpose of your site? For branding? Provide information, or both?

\_\_\_\_\_  
\_\_\_\_\_

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

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How many conversions do you currently get per month? \_\_\_\_\_

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How much traffic does your site currently get per month? \_\_\_\_\_

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What type of analytics tracking do you have installed? \_\_\_\_\_

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Who currently makes updates to your site? \_\_\_\_\_

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

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

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## SEO

Have you performed SEO before? \_\_\_\_\_

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What was the SEO company's name? \_\_\_\_\_

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Why did you leave your SEO company? \_\_\_\_\_

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What keywords did you target?

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Can you provide previous SEO reports?

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## SOCIAL

Please list all social media channels

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## GOALS

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

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Describe any other goals for your website?

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## NOTES