Initial SEO Questionnaire

Please answer as many of the following questions as possible. If you are not sure, you may leave the answer blank. After you’ve completed the survey, we can hold a phone call, if necessary, to discuss the answers and further clarify any remaining questions.

## Describe Your Company & Goals of Your Website:

1. In 2 or 3 sentences, what does your company do?
2. What are people coming to your website to find?
3. What products/services are most important to you as a business?
4. What pages do you most want people to find on your website?
5. How would you describe your internal company culture?
6. How would you describe your ideal relationship with your customer?
7. After a potential customer visits your site, what specifically do you want them to do?

## Describe Your Competition:

1. Who are your competitors?
2. What sets you apart from your competitors?
3. What products/services do you offer that your competitors do not?
4. Are your competitors localized, nationalized, or both?
5. What do you envy about your competitors?

## About Your Customers/Visitors/Target Audience:

1. Who are your customers?
2. Where are your customers coming from? Are they localized? Gender/Age Group?
3. Who is your target market?
4. Are you seeking a new market? Who are they?
5. In relation to your website, what are your target audience’s interests?
6. What are your channels for acquiring customers/website visitors? E.g.: Social media, advertising, word of mouth, referrals?
7. Do you have any common FAQ’s which you get from your customers/visitors?

## Keywords

1. What do you think that your customers/visitors would search for?
2. Are there any particular events that may lead to someone searching for your business?
3. What might people be searching for, OTHER than your product/service, which would make them a good candidate for you?
4. What would people be searching for that wouldn’t make them a good candidate for you? Are there any keywords which could be associated with your industry, but that you do not want to be found for?