

SEO Client Questionnaire

1) What is the overall objective of the campaign?

Are you looking to gain more website sales, find additional leads, or perhaps increase brand awareness? A successful SEO campaign needs more than just a general increase in site traffic to improve conversions and revenue. Therefore, it's important to define your objectives and continually refocus them as the campaign progresses.

2) Who is your target audience?

Do you need to target tech savvy 20 year olds or 60+ baby boomers? Understanding your target market is crucial to being an effective internet marketer. If you want to attract the younger generation, social media websites such as Digg, Youtube and Facebook might be targeted. If baby boomers are the focus, then organizational sites and niche forums might be more ideal.

3) What action do you want visitors to take?

Should visitors come to your site to purchase a product, download a document, or fill out your contact form? Each goal may require a slightly different approach and should be looked at accordingly. Additionally, encouraging users to engage in the desired action generally requires a combined effort of onsite and offsite optimization.



4) Have you considered adding a blog to your site?

Why would I want to add a blog? Who really cares about what type of grass our golf course uses? Many companies have difficulty comprehending the vast utility of a blog, and more so, what it is that they should be blogging about. For SEO, blogs add the potential to increase direct traffic to your website and encourage inbound linking to your articles.

5) Who are your main competitors?

Understanding who your online competitors are can help us to assess their strengths online. If your competitors are successful, it's possible to learn from what they're doing right. If they are not, then you've got the opportunity to gain a competitive advantage by doing better.

6) Do you currently use any traffic analytics software?

Analytical software can be very helpful in analyzing and monitoring the progress of your campaign. Not only can you see what keywords people are using to find your site, but you can also see what your most popular pages are, and how long people tend to stay on your site.

