**SEARCH ENGINE OPTIMIZATION (SEO) QUESTIONNAIRE**

 **TO BE FILLED IN BY THE CLIENT**

Congratulations on taking the first step to improve the performance of your existing or new website. This information will allow us to formulate a plan for optimizing your website and conduct keyword research to identify search phrases that are actually being used out of roughly 400 million searches every month.

We require completion of this questionnaire to begin this process.

The information provided in the questionnaire will be strictly used to analyze your website. The full analysis may take a minimum of 48-72 working hours after the submission of the completed Questionnaire

**Personal contact information:**

1. Your Name:

2. Your Title:

3. Organization Name:

4. Full Address:

5. Current Business Location (Country/Region):

Any Business Branch (Please mention about all your business branches, if any):

6. Email:

7. Telephone:

8. Fax:

9. Website URL:

10. Best Time to Contact you: Day (Mon-Sun):

11. Time (Morning/Afternoon/Evening):

**Business information:**

1. Name of Your Company/Business:

2. Your Business Industry Type Details:

3. Brief Description of your Company/Business, products and its services:

4. Important Technical Information about your Business which will help us in our analysis for making the right SEO plan for your business:

Q-4.1 If you are unable to find targeted keywords for your business, make a list of suggested keywords.

Q-4.2 In case you have already provided your final keyword report as per your business requirements, do you want further research on the keywords, which are best for your business?

Q-4.3 How do you rate your current website on the search engines? Do you have traffic statistics or logs for us to review? If so, please include or send the details and files separately:

Q-4.4 In rank order of priority to the importance of the success of your business, what are the products or services that you provide? Please state the names of the products and services below along with a couple of lines of description against each product or service:

Q-4.5 what is the geographic target coverage of your market?

 a) Local

 b) Regional

c) National

d) International

e) All clarify your markets as above:

Q-4.6 What are you best known for?

Q-4.7 What would you like to be known for?

Q-4.8 Please outlines your current Internet marketing strategy and include your future (planned) internet marketing strategy

 Q-4.9 Are you aware of other Internet marketing strategies (other than SEO) such as SEM / Pay-Per-Click / Email & Newsletter Marketing / Affiliate Marketing etc.? We would be pleased to send you further details of these services and their benefits.

Q-4.10 Who are your customers?

Q-4.11 Who are your best customers and why?

 Q-4.12 What organizations or industries are supportive and/or complimentary to your products/services?

5. Name 3 of your nearest and major online competitors (Company Name, Location, City & State & Website URL). We will perform analysis of their websites to get an idea of how they are ranked by the major search engines, the degree of optimization on their websites and what they are targeting:

6. Have you undertaken website search engine optimization in the past?

a) If yes, please provide us with your previously targeted keyword information

b) What was performed and what were the results?

7. Have you ever undertaken a Link Popularity and Building campaign for your website? If yes, please provide detailed information about your ‘back links’.

8. Campaign related Info:

 Was it a marketing campaign? Yes or No

Was it a corporate branding exercise? Yes or No

Was it an e-commerce site? Yes or No

Was it a community hub? Yes or No

Was it an online application? Yes or No

9. What are your expectations from us in terms of deliverables? How would you qualify success?

a) Higher Rankings in Search engines like Google, Yahoo, MSN, ASK etc.

b) Increased number of unique and targeted visitors

c) Increased interaction on social media platforms to increase brand awareness and reputation.

d) Sales Conversions

List any specific details other than above that you would want to accomplish with further SEO marketing.

What search engines, if any, do you specifically want to target other than the ones mentioned above?

1. Do you have Microsoft Excel? We provide all the reports in Microsoft Excel sheet format.

2. General Comments: Any other information to help us perform this Pre-SEO analysis: