



Start-up Questionnaire

To help get started with your SEO and Conversion Improvement process I have prepared a few preliminary questions. Please answer each question as thoroughly as possible. If you have any questions please call me at 541... or e-mail me at ed@edtaylor.com

If there are other members of your team whose input you feel may be useful please ask them to complete the questionnaire too.

Thank you,

Primary Contact

Name

Title

Email

Phone

Other Team Member

Name

Title

Email

Phone

Other Team Member

Name

Title

Email

Phone

Primary Web Address for this Project-

1. Other Websites / URLs :

Please list all Websites/Domains that your company/organization has live? Please include sites that redirect to another domain.

2. Keyword Phrases:

What Keyword Phrases do you think your "targeted" visitors/customers will use to search for your products or services?

Please list a minimum of 6-8 Keyword Phrases in priority order.

3. Geographic Terms:

What Geographic areas do you serve? What Geographic terms do think your "targeted" visitors/customers will use to search for your products or services? Or... what geographic area is the most profitable place to do business in or...that you want to expand into. Include: State, counties, areas (i.e. bay area) and cities

Please list 6-8 potential Geographic Terms in priority order.

4. Website Purpose(s):

What is the Purpose(s) of your Website? Do you want to sell your product or service directly over the Internet? Do you want to generate leads or phone calls? Is the Website's purpose to provide customer support or information? What should your Website do for you and your business? Please list your Website's Purpose(s) below:

5. Unique Selling Proposition / Competitive Advantage:

List what differentiates you from your competitors? For Example: Free shipping & handling, discount for bulk orders, higher quality materials, larger selection, extended hours of operation, money back guarantee, history of exceptional results, recognized expert, etc.

5. Target Market:

Who do you view as your TARGET MARKET(s) for the web site? For example: other business, consumers, males, females, seniors, bargain hunters, affluent, etc.

6. Action:

What Action do you want your target market to take?

Please prioritize by placing a number 1-6 in all that apply:

Request a FREE Report or other information incentive by filling out their contact information on a form and submitting it to you for future contact and data base building.

Opt Into a list

Place an Order

Call You

Educate - visit specific web pages

Other* (Please Explain)

7. LinkedIn Profile-

8. Facebook Page(s)-

9. Twitter Account-

10. Additional Questions or Comments