



NEW CLIENT QUESTIONNAIRE

COMPANY

Company Name: _____

Address: _____

Telephone: _____

Describe your company in 1-2 sentences:

Please list each service and/or all products you offer:

How long have you been in business?

How many employees do you have?

Describe your target market and provide their demographics:

Where is your target market located?

Do you wish to target a new market?



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List any online competitors and their website addresses:

Why do people buy from you instead of your competitors? (unique value, price, your team, etc.)

WEBSITE

What is your website address or URL?

What is the primary purpose of your site? (generate leads, sales, provide information, etc.)

What is the secondary purpose of your site?

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

How many conversions do you currently get per month?



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How much traffic does your site get per month?

What type of analytics tracking do you have installed?

Who currently makes updates to your site?

What platform is your website built on? (Wordpress, HTML, Wix, Joomla, SquareSpace, etc.)

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

SEO SERVICES

Have you preformed SEO before?

What was the SEO company's name?

Why did you leave your SEO company?

What keywords did you target?



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Please provide a few example key phrases you would like to target in the search engines:

Do you provide a local service to your city? (Local SEO)

What percentage of your traffic is from mobile visitors?

MOBILE APPS

Do you offer any mobile apps to your customers? If so, please provide links to each:

Do you have an Android version and an iOS (Apple) version?

Do you have a developer account on the Google Play Store? The Apple App Store?

SOCIAL MEDIA

What social media channels does your company currently use? (Please provide the URLs for each)



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What social media sites would your company like to start using in the future?

Is your business listed on Google maps? If so, is your Google Maps profile complete?

VIDEO

Have you ever performed video marketing? Results?

Please provide links to all promotional/review videos:

TECHNICAL

Where is your site hosted?

Do you have a shared hosting plan or a dedicated server?

Do you have access to your site's cPanel?



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Why do you use your current host?

MAINTENANCE

Do you want monthly maintenance of your website?

PROJECT MANAGEMENT

Who will be the point person to provide all approvals? Please list their contact information:

Any additional instructions, notes, or comments?

1. Please email this completed questionnaire and all necessary attachments to admin@seotrust.us, with the subject heading, "NEW ACCOUNTS."
2. Please provide a high definition copy of your company logo in "PNG" format via email.