



Affordable Services
Trusted Results

NEW CLIENT QUESTIONNAIRE

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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? _____

List any online competitors and their website address: _____

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? _____

What is the secondary purpose of your site? _____

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

How many conversions do you currently get per month? _____

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? _____

CONTENT

How many pages will your new website be? _____

Will you provide all content or would you like us to provide that service? _____

Do you have someone that can help with content? _____

Do you have ownership of all images for the site, or will you require purchasing stock photography?

Do you have videos you'd like incorporated into the site? _____

Will you publish a blog on the site? _____

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? _____

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 accounts with the Google Play Store and Apple App Store: _____

SOCIAL MEDIA

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

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

Is your business listed with 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 current site hosted? _____

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

Do you currently have "cPanel" service? _____

Why do you use your current host? _____

MAINTENANCE

Do you want monthly maintenance of your website? _____

PROJECT MANAGEMENT

Who will be the point person for this project, and who will provide approvals? Please provide 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.!