

# SEO DISCOVERY

Understand the client’s business in order to provide SEO recommendations and build an effective keyword list.

COMPANY:

\_\_\_\_\_

DATE:

\_\_\_\_\_

## BUSINESS QUESTIONS

1. How long has the business been operating? \_\_\_\_\_

2. What are their most profitable products or services?

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\_\_\_\_\_

\_\_\_\_\_

3. What are the client's entry products/services? (not always the most profitable)

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4. What are their specific marketing goals?

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# LANDSCAPE QUESTIONS

5. Who are the top 3 strongest local competitors?

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6. Who does their website target? (ideal customers)

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7. Which locations would you like to target?

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# SETTING EXPECTATIONS

8. What does a successful SEO program look like to you?

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# ADDITIONAL INFO

Please provide the name, phone number, and email address of the person that will be our point of contact.

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Questions for us? How can we help?

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# ACCESS CHECKLIST

- Access to the website files via FTP
- Google Analytics (if exists)
- Google Search Console (if exists)

- Access to website content management system
- Google My Business listing (if exists)