

SEO DISCOVERY

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

1. INTRODUCTION TO THE ACCOUNT MANAGER & DISCOVERY QUESTIONNAIRE

BUSINESS QUESTIONS

1. How long has the business been operating?
2. What are their most profitable products or services?
3. What are the client's entry products/services? (not always the most profitable)
4. What are their specific marketing goals?

LANDSCAPE QUESTIONS

1. Who are the top 3 strongest local competitors?
2. Who does their website target? (ideal customers)
3. Which locations would you like to target?

SETTING EXPECTATIONS

1. What does a successful SEO program look like to you?
2. Deliverables: what we typically work on in the first few months
3. Timeline for typical SEO results

ADDITIONAL INFO

1. Please provide the name, phone number, and email address of the person that will be our point of contact.
2. Questions for us? How can we help?

2. CALL SUMMARY

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Summarize the conversation and define the next steps.

3. RECAP EMAIL FOLLOW UP - REQUEST ACCESSES

- 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)