

## SEO Questionnaire

**Please provide us with as much of the following information as possible for us to create the most *OpTiMaL OpTiMiZeD OpTiMiZaTiOn* for your website!**

1. What are the main goals you hope to achieve with your website?
  - a. More traffic = more opportunities
  - b. Search engine dominance
  - c. Beat my competitor
  - d. Reputation management
  - e. Stop paying-per-click
  - f. All and/or Other:
2. What specific target audiences are you trying to reach out to?
3. What geographical areas would you like to target? Please be specific: If you target a particular state, what cities/neighborhoods/counties/parishes do you want to target?
4. What Product/Service would you like to promote the most?
5. What specific keywords do you feel are most relevant to your business?
6. What about your product/service will excite your prospects the most? (ie: list five of the most important benefits)
7. If you are using it, please provide us with the keywords you are currently using in your Google Adwords or Pay-Per-Click campaign.

**Website Address:**

**Company Name:**

**Address:**

**Phone/Fax Numbers:**

**Email Address:**

**The following information helps us with refining & supporting the optimization, as well as writing great, unique and appropriate content for your website.**

Do you have a guarantee? What is it / how does it work?

Please describe any awards/credentials that are worth mentioning in the content.

Would you like to offer any promotions/specials/free services (i.e. free estimate, initial consultation, referral rewards)

How is your product/service priced compared to your competitors?

What kind of trouble/problems are your prospects experiencing?

What separates you or makes you unique from your competition? Why is your product/service better than that of the competition?

How do people presently view services and products like yours?

How much of an issue is price for your prospects?

Describe your prospects. What is he or she like?

What special jargon, phrases or language does your prospect use to respond to you?

What are your prospects objections to buying your product or service?

What statistics about your business, product or service can you provide?

Who are your top 3 competitors? Browsing a competitors' website will give us a great idea of what products or services they are marketing.

What is your business address? If you have multiple locations, please include those as well.

Please provide us with any marketing materials, samples of products or downloads that would help us to better understand your products or services. Please send via email or fax.

***LET'S GO LIVE!***

Please provide the following website access in order for GMP to upload the optimization to your website:

FTP:

*and/or* If the site is built in a CMS (Content Management System), such as WordPress:

Login URL:

Admin Username:

Admin Password:

*Thank you for filling out this questionnaire.  
This will play an important role in creating quality content for your website.  
Please send to: [Content@GMPInternetMarketing.com](mailto:Content@GMPInternetMarketing.com)*

SEO