

SEO Questionnaire

The following SEO questionnaire has been designed with the view of getting as much information and insight into your **business** and **website's focus**. Some of the following questions may seem generic, however, a reply to each would help us understand your site positioning and business better. Please answer the questions below in as much detail as possible.

Business Information:

→ Please describe your business objectives highlighting what are your services and products?

→ Which of your most important products/services do you want to promote through SEO? Explain your Main Services and Sub Services! *For example:*

→ Please mention the services which you are NOT selling but are related to your business. This helps us exclude the unwanted and concentrate on the services offered by your website.

→ Please mention the list of the most important web pages on your website. (URLs of your products/services pages etc).

→ List 3-5 websites that are your closest competitors.

Website Information:

→ Do you wish to target any particular geographical area (at regional, national or global level)? Give details.

→ Which are the 15-20 most important and most popular 2 or 3 word keyword phrase that a user would type in a search engine if they were looking for a website, products or services similar to yours. Target any particular geographical area (at regional, national or global level)? Give details.

→ Please mention the number of keywords and list them below you want to start initially.

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