

SEO Client Questionnaire

Client Strategy Questions

1. What are your specific goals for SEO? Where would you like to see the most improvement? Are you looking for better rankings, more organic search traffic or is growing qualified leads and/or conversions (online sales tied to organic search) your most important objective?
2. What are your most important products or services that you sell? Are there any that you'd like us to focus on specifically because they have higher margins or are more profitable for your business?

Keyword Targeting Questions

3. Are there certain keywords you think we should target that either are working well or you think will be effective at driving quality traffic and leads to your website? If so, what are these?
4. Are there any keywords that might seem relevant to your product, service or industry, but you know for certain these terms won't drive the type of quality traffic or leads you'd want? If so, what are these?
5. Are there any keywords you've targeted in the past that don't work well, or that you believe would bring in the wrong types of prospects?

Audience Targeting Questions

6. Can you give us a sense of who your target audience or ideal customer is? Feel free to attach any existing materials or information you might have along these lines (eg. persona work you've done, etc.).
7. Can you share what some of the most common pain points are that your audience struggles with, particularly ones that your product or service helps solve?

8. Can you list out any specific industries or sectors you want to target, if applicable?

9. Are there any publications/websites that are frequently read by your target audience? Have any specific articles and/or topics resonated particularly well with your target audience (gone somewhat “viral” within your niche, been frequently linked to and cited by popular writers and influencers, etc.)?

10. What would you identify as the conferences that your prospects would be most likely to attend (if any)? Can you identify any tracks / talks they would be likely to be particularly interested in?

Competitor Targeting Questions

11. Are there 5 to 10 websites that you’d identify as your biggest competitors (this could just mean sites that you know are frequently competing with you in search results for keyword phrases you want to rank highly on, and/or companies in your niche who you think are doing a great job with branding and/or online marketing)?

Client Resources Questions

12. Do you have internal resources (such as writers, or developers) who would be able to implement updates or make any technical changes we might recommend to your website?

Client Access Questions

13. Can you grant us access to the following analytics platforms:

Google Search Console - Please add (*our SEO gmail account*) to Google Search Console (GSC) so we can have access to your site’s GSC account. If you're unfamiliar with the steps on adding new users and sharing access, here is a guide that walks you through the step-by-step the process: <http://googlewebmastercentral.blogspot.com/2010/03/sharing-verification-love.html>

Google Analytics - Please add (*our SEO gmail account*) to each Google Analytics account you have for the site as well. That way, we can access important organic traffic reports and other key metrics, like [goal tracking](#).