

Search Engine Marketing Questionnaire

Company Name:

Website(s):

What do you want to accomplish with Search Engine Marketing?

Have you employed SEO or SEM before? If so, what was performed and what were the results?

What are the products or services that your company offers?

What is the primary thing that your business is known for?

Is there anything else (please be specific) that you want your business to be known for?

Who is your target customer?

What problems do you solve for your customer?

Who are your competitors (Name, Website Addresses)?

How are you currently marketing your products and services?

Does your company have target geographic locations? If so, please list them.

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What organizations or industries are supportive and/or complimentary to your product/services?

Do you have traffic stats/logs or a web analytics program?

What is your current website traffic?

What are your referring sources?

What are your referring keywords?

Do you know your conversion rate?

Have you compared your search results to your competition?

Have you used the free Google Keyword lookup tool?

<https://adwords.google.com/select/KeywordToolExternal>

Do you have a Google Account? Do you have a Yahoo Account?
