

2009

Search Engine Optimization Questionnaire

NetBiz Systems Pvt. Ltd.

3/6/2009



1	Client Name	
	Contact Person's Name	
	Tel. No. / Mobile No.	
	Client's Address	
2.	URL(s) for which SEO reqd.	http://www.

What are the goals for your search engine marketing program?

Search engine marketing will help drive targeted traffic to your Website. So why are you trying to attract more traffic? Think about the goals and objectives for your Website and online marketing efforts. Your search engine marketing program should be designed to support these goals.

Please identify your search engine marketing goals from the list below:

- Selling products online
- Selling products offline
- Generating leads or inquiries
- Build a marketing database
- Improving brand or company awareness
- Other (please explain below):

Who are you trying to attract with search engine marketing?

Now that we know why we want to attract more traffic, let's spend some time defining who we are trying to attract. Take a moment to brainstorm about your target audiences. Who are they? What industry or business are they in? What is their role within their company? What are they searching for? By defining your specific audience groups, you will be able to understand and address their unique needs and motivations.

Audience Group #1:

Name of audience group.

What industry or business are they in?

What is their role within their company?

What product or service categories are they interested in?

What information will they be searching for?

Audience Group #2:

Name of audience group.

What industry or business are they in?

What is their role within their company?

What product or service categories are they interested in?

What information will they be searching for?

Audience Group #3:

Name of audience group.

What industry or business are they in?

What is their role within their company?

What product or service categories are they interested in?

What information will they be searching for?

Who are your top competitors?

Your search engine marketing program must also focus on your competition. We want to make sure we clearly identify your top competitors, so we can continually evaluate how your company's search engine presence ranks relative to the competition.

Competitor #1:

Name of competitor.

Competitor Website address.

What product or service categories do you compete in?

What makes your company different and better than this competitor?

Competitor #2:

Name of competitor.

Competitor Website address.

What product or service categories do you compete in?

What makes your company different and better than this competitor?

Competitor #3:

Name of competitor.

Competitor Website address.

What product or service categories do you compete in?

What makes your company different and better than this competitor?

How will you measure search engine marketing success?

How will you know if your search engine marketing campaign is a success? Identify specific success measures from the list below that will allow you to measure the impact your search engine marketing campaign will have on your business.

- Increased Website ranking for targeted keyword phrases
- Increased traffic to your Website
- Increase in online sales from organic search traffic
- Increase in online leads from organic search traffic
- Target cost-per-lead from paid search advertising: _____
- Target cost-per-sale from paid search advertising: _____
- Other (please explain below):

Best Keyword Phrases

Prioritize your keyword list.

You must focus your search engine marketing efforts on popular phrases that are most relevant for your Website’s content and product offering. Review your keyword list and assign a priority for each keyword phrase. Use the following grading scale to prioritize your keyword list:

- **Grade A - Top Priority:** This keyword phrase is very relevant to your Website’s content and has a high search volume.

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

- **Grade B – Medium Priority:** This keyword phrase is very relevant to your Website’s content and has a moderate search volume.

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

- **Grade C – Low Priority:** This keyword phrase is very relevant to your Website’s content and has a moderate search volume, but it is not a desirable term to use on your Website.

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Grade A and Grade B keyword phrases are good candidates for your organic search engine optimization and pay-per-click advertising efforts. Your Grade C terms are not good candidates for organic search engine optimization, but can work well for pay-per-click advertising. When optimizing your Website for organic search traffic, begin with your most popular Grade A terms and work down the list.

Link Building Program

<p>Do you have inbound links?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>If yes, pl. list them here: _____ _____ _____</p> <p>If No, Can you suggest the sites to be linked? _____ _____ _____</p>
<p>Are you listed on industry and topical directories?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>If yes, pl. list them here: _____ _____ _____</p> <p>If No, Can you suggest the sites to be listed? _____ _____ _____</p>
<p>Do you submit articles and press releases online?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>If yes, pl. list them here: _____ _____ _____</p> <p>If No, Can you suggest the sites for submission? _____ _____ _____</p>

Can you provide us the Website Sitemap?

Yes

No

Will you be interested in Paid Search Engine Marketing Program?

Yes

No