

## Sitka Creations – SEO Service Questionnaire

### The Basics

1. Contact Name/Company Name: \_\_\_\_\_
2. Contact Email: \_\_\_\_\_
3. Contact Phone Number: \_\_\_\_\_
4. Date: \_\_\_\_\_
5. Who are the decision makers on this project? What staff will be involved? What are their roles/titles?

---

---

### The Website & SEO

1. Describe your company and the concept, product or service your site will provide.  
What is the average cost a customer will spend on product or service?

---

---

2. What is the name of your company and your website URL?

---

---

3. What platform is your website currently on?

---

---

4. Are you engaged in e-Commerce?

If so, how many products do you sell and at what price range (\$ - \$\$\$\$\$?)

---

---

5. Has the company website ever had SEO work done before, either during the original development process, or thereafter by a staff member or 3<sup>rd</sup> party?

If so, who and how often?

---

---

### Social Media & Paid Advertising

1. Does your company participate in social media? If so, on which platforms?

---

---

2. Has your company ever participated in Social Media Marketing (SMM), such as paid advertising? If so, on which platforms (Facebook, Instagram, YouTube, etc)?

What is the average budget spend?

---

---

3. Has your company ever participated in Cost Per Click (CPC) or Pay Per Click (PPC) ad campaigns? If so, on which platforms? What is the average budget spend?

---

---

4. Describe your focuses for past, present, or future ad campaigns.

---

---

### Performance Metrics & Research

1. How does your company currently track and review data about website performance and SEO, SMM, and SEM efforts?

---

---

2. Does your company have a Google Analytics account?

---

---

3. Has either a staff member or 3<sup>rd</sup> party ever conducted Key Word Research for your website? What words or phrases do you consider to be the most important or relevant to your business?

---

---

4. Who are your competitors?

List the websites of competitors and organizations in a related field.

---

---

### Your Objectives

5. What are your main reasons for commissioning SEO/SMM/SEM work?

---

---

6. What are some goals you would like to accomplish by implementing SEO/SMM/SEM?

---

---

### Your Audience

7. Describe the different types of visitors to your website in as much detail as possible.

---

---

8. What are the benefits of people using your website?

---

---

9. Why will people choose your site over others?

---

---

10. Who is your target audience?

---

---

### Additional Comments

We've tried to keep this worksheet as general as possible, but every project is unique. Here is your chance to add any extra information you think will be helpful.

---

---

---

---

---

---

---

---

**Do you need other business contacts?**

Are there other services or business contacts that you need? Please let us know. We do a great deal of networking and like to keep resources for our clients in our Rolodex, so simply ask us if you need assistance with other service providers.

---

---

---

---

---

---

After submitting this form, please expect to hear from us about your project within 1 business day.

Thank you very much!

- The Team at Sitka Creations