

# Web Questionnaire



## Contact Information

Contact Name/Company Name:

Contact Email:

Contact Phone Number:

Date:

Please fill out this document and return it to [web@sitkacreations.com](mailto:web@sitkacreations.com) as soon as completed. The answers to these questions ensure we have all the necessary information to start working with you in the most efficient way.

### What we need to know:

1. Access to existing platforms and documents
2. Questions about your business
3. Questions about your website
4. Questions about your goals
5. Questions about your previous marketing efforts
6. Questions about link building

## 1. Tell us about your platforms

Do you have **Google Analytics** set up on your website?

If so, please share access with [web@sitkacreations.com](mailto:web@sitkacreations.com)

Do you have **Google Search Console** set up on your website?

If so, please share access with [web@sitkacreations.com](mailto:web@sitkacreations.com)

Do you have **Google Ads** set up on your website?

If so, please share access with [web@sitkacreations.com](mailto:web@sitkacreations.com)

We may need access to some existing documents to help align our campaign with those already running.

**Can we get access to these existing documents?**

Can you provide us with keyword research done by previous agencies/staff?

**Can you provide us with reports/work done by the previous agency?**

## 2. Tell us about your business

**What are your goals for the business, and what difficulties do you have in achieving them?**

**What is your top acquisition channel?**

**Is your business seasonal?**

**What are your unique selling points?**

**Who is your target audience?**

**Who do you consider your top competitors?**

## 3. Tell us about your website

**Do you have any additional domains?**

Do you have any big changes (like a migration) planned within the next 12 months?

Has your website ever been negatively impacted by any core algorithm updates?

## 4. Tell us about your goals

What increase in organic traffic (numbers or percentage) are you aiming for in the next six to 12 months?

How many conversions (leads and sales) would you like to get in the next six to 12 months?

What keywords would you like to rank for?

## 5. Tell us about about your previous marketing efforts

Can you list any freelancers or agencies you have previously worked with?

Are you currently doing PR (or have you in the past)? If so, can you provide us with the media outlets you have been published on and existing soundbites from your representatives?

What processes that were in place with your former agency/staff would you like for us to continue with, and what would you like to change?

## 6. Tell us about your link building

Are you currently doing anything to acquire links? Do you have a list of websites you'd like us to start with?

Have you ever purchased any paid links or been part of any link schemes?

Has your website experienced any issues with link penalties?

## 7. Anything else we should know?

Thank you for completing the questionnaire. If there is any other information you would like to add or that you think we would find useful, please add it here.