

Free Download: 22 Questions You Must Ask New SEO Clients

Please thoroughly us this checklist of important questions when on-boarding a new SEO client into our digital marketing agency.

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- Briefly describe your company

 - What services/products do you offer?

 - Who and where is your target market?

 - List any online competitors

 - What are your competitive advantages?

 - What's your website's goal? (generate leads, provide info about your company, both)

 - Describe your site's conversion points: (email, call you, product purchase, etc)

 - How many conversions do you currently get per month?

 - How much traffic does your site currently get per month?

 - What type of analytics tracking do you have installed?

 - Who currently makes updates to your site?

 - What platform is your website built on? (WordPress, Wix, SquareSpace, Joomla, etc)

 - Do you have a blog? If so, what's the web address and who is in charge of it?

 - Have you performed SEO before?

 - What was your last SEO company's name?

 - Why did you leave your SEO company?

 - What keywords did you target?

 - Can you provide previous SEO reports?

 - Please list all social media channels

 - How much traffic and/or conversion do you want per month?

 - Describe any other goals for your website?

 - Do you have a social media strategy currently?
