

Presale Client Questionnaire for Search Engine Optimization

This document contains the Presale Client Questionnaire for Search Engine Optimization (SEO) service by Profit By Search for <<Website name>>

The objective of this document is to get an insight into your requirement for <<Website name>>project. We will use this information to derive an unfailing strategy to help you gain an edge over your competitors through an effective SEO solution.

Client Name	Please fill in company's as well persons (point of contact) name.
Campaign Objective	Fill in the campaign objectives, which would help us to align our thoughts with your objectives.
Service/Product Offerings	Specify the products and services offered by your company.
Services/Products Usage	Specify the product and usage to help us understand you business domain.
Target Audience	Specify your target audience in terms of men/women and specific age groups (if any).
Web Site URL	Fill in the website URL/URL's.
Website Category	Specify the website category as in travel/hotels/insurance etc.
Key Industry Terms	Fill in industry terms that specify your business.
Top Keywords (In the order of importance)	Fill in the top keywords for your business.
Major Competitor websites - Whose website you often view while looking for your products	Fill in the name of your competitor websites.
Existing Online Marketing Efforts (Free or Paid)	Specify your online marketing effort. For e.g. SEO, PPC, Directory submission etc.
Results of Current SEO	Specify the result of the existing campaigns in terms of rankings and leads/ROI (If available).
Any other information that you feel is critical for SEO of your website.	Fill in other info about your business/ campaign, that you think can help us evaluate a better campaign strategy for you.

Our Mission

At Profit By Search, we strive to provide our clients with an unparalleled return to their Internet marketing investment by applying proven techniques. These techniques aim to generate the best results in search engines by applying various ways of SEM on the website.