

The first step towards ranking on the first page of Google is to find out which keywords you want to rank highly for. Before you begin this questionnaire, go to the free Google Keyword Tool at:

<https://adwords.google.com/select/KeywordToolExternal>

- To find the best 3-8 keywords or phrases for your business...

SEO Business Questionnaire

Name: _____

Company: _____

Phone: _____

Mailing Address: _____

Email: _____

1. Who are your main competitors online (or offline)?

2. What advertising have you used to promote your website?

3. What is your approximate annual turnover? (tick one)

- Less than \$50,000
- \$50k to \$100k
- \$100k to \$250k
- \$250k to \$500k
- \$500k to \$1 million
- \$1 million to \$3 million
- Over \$3 million

4. What do you want your website to be generating in sales in the next 12-24 months?

5. Please rank your **TOP 7 frustrations** with your online business from the choices below (1 biggest down to 7 smallest). If there are not 7 frustrations in the list, just pick as many as apply...

- ___/7 We've spent thousands on our website and our web designer/SEO Consultant said it would be near the top on Google – but it isn't anywhere near the top right now
- ___/7 Google Adwords is getting more and more expensive for our keywords and we need to get free customers from natural searches
- ___/7 I want to get to the top of Google now before my competition catches on and beats me to it
- ___/7 I'm already on the first page of Google for my keywords, but I want to get even higher
- ___/7 I've had my website for ages now but Google doesn't seem to be showing it in searches
- ___/7 I'm tired of spending huge amounts of time and money on marketing and want something that works 24 hours a day to bring in new customers, even when I'm not there
- ___/7 We've spent hundreds on Google Adwords but haven't seen any real results from it so far
- ___/7 Our website is already near the top of Google for our keywords, but I want to rank highly for more keywords from now on to get more new customers

6. What 3 to 8 words or phrases do you want your website to rank highly on Google for?

7. Where do you want your website to rank on Google for these words and phrases in the next 6 months? In the next 12 months?

8. If relevant – what results have you got from using Google Adwords? How much do you spend per day or per month?

9. Who other than yourself is involved in the decision making process within your business?

Please send your completed Questionnaire to:



E-Mail: gabriel@aplus.net.nz



Fax: 09 929 3454



Mail: PO Box 340 115, Birkenhead. 0626.