

Customer Information
Form
Customer:



Customer Information:

1. What is your preferred mode of communication?
Email:
Skype:
Cell phone:
Hotmail:
Msn:
Yahoo:
2. What is your convenient time and day in the week for discussions and conference calls?

Business Objectives

3. How long have you been in this business and how long your website been up?
4. Do you have a business / revenue model linked with your domain? If yes, could you please explain to us in detail?
5. What is the purpose of your site? (To sell products, to provide information only, resource site, etc.)
6. How does your site generate revenue? And what actions do you want visitors to take (make purchases, register, etc.)?
7. Have you conducted any SEO activity before on your domain? If yes, can you briefly tell us what were those activities and for how long period they were followed?
8. Can you tell us how many leads you currently get from each of these websites on a weekly/monthly basis?
9. What is your targeted revenue for your domain online and in what timeframe?
10. Do you have target geography, target age group, and list the Web sites of up to 3 competitors in order of importance:
11. Can you tell us a few points that make you well ahead of your competitors?
12. Do you have any other marketing strategy in place / planned for next 3-6 months? If so, could you please share those with us so that we can align our strategy with yours?
13. Have you conducted any online market research before (competitor analysis, survey etc)? If so, please share that with us.
14. Do you have any preferred keywords and pages to target for your website?

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15. Do you have a PPC (pay-per-click) campaign? If yes, how much money you spend monthly and what is your conversion rate/ROI?

Login Credentials to optimized/analyzed site

16. Please provide us with the FTP login information for your website so that we can make on- page optimization changes on your site.

17. Do you have Google Analytics on your site? If so, please provide us with the login information.

If would you like to provide any other information not mentioned above, feel free to narrate it here: