

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.



- ☐ 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?

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