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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