

**SEO Questionnaire**

Please fill out this document, Save-As with file name of “Your Business – SEO Questionnaire” and email it to [support@strottner.com](mailto:support@strottner.com) as soon as completed. The answers to these questions ensure we have all the necessary information to start working with you in the most efficient way.

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| **What we need to know:**  1. [Access to existing platforms and documents](#u6mo1llbj3hh) 2. [Questions about your business](#p9yv6j9q12bb) 3. [Questions about your website](#kix.hj1wv4ubbnao) 4. [Questions about your goals](#kix.f7v2nuajg9t6) 5. [Questions about your previous marketing efforts](#kix.gqgb784lxqrv) 6. [Questions about link building](#kix.f5h8sndoxpzo) |

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| **1. Access to your platform****s** |
| Do you have [**Google Analytics**](https://analytics.google.com/analytics/web/) set up on your website?  ***If so, please share login access:*** |
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| Do you have [**Google Search Console**](https://www.google.com/webmasters/tools/home) set up on your website?  ***If so, please share login access:*** |
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| Do you have [**Google Ads**](https://ads.google.com/) set up on your website?  ***If so, please share login access:*** |
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| Is your website built on WordPress (Content Management System)?  ***If so, please share admin login access:*** |
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| Can you provide us with reports/work done by the previous agency? Can you provide us with keyword research done by previous agencies/staff? |
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| **2.** **Questions about your business** |
| What are your goals for the business, and what difficulties do you have in achieving them? |
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| What’s your top acquisition channel? |
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| Is your business seasonal? |
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| What are your unique selling points? |
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| Who is your target audience? |
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| Who do you consider your top competitors? |
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| **3.** **Questions about your website** |
| Do you have any additional domains linked to your website or any sub-domains setup? |
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| Do you have any big changes (like a migration) planned within the next 12 months? |
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| Has your website ever been negatively impacted by any core algorithm updates? Explain: |
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| **4.** **Questions about your goals** |
| What increase in organic traffic (numbers or percentage) are you aiming for in the next six to 12 months? |
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| How many conversions (leads and sales) would you like to get in the next six to 12 months? |
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| What keywords would you like to rank for? |
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| **5.** **Questions about your previous marketing efforts** |
| Can you list any freelancers or agencies you have previously worked with? |
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| Are you currently doing PR (or have you in the past)? If so, can you provide us with the media outlets you have been published on and existing soundbites from your representatives? |
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| What processes that were in place with your former agency/staff would you like for us to continue with, and what would you like to change? |
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| **6.** **Questions about link building** |
| Are you currently doing anything to acquire links? Do you have a list of websites you'd like us to start with? |
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| Have you ever purchased any paid links or been part of any link schemes? |
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| Has your website experienced any issues with link penalties? |
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## **Strottner Designs, LLC** [support@strottner.com](mailto:support@strottner.com) (210) 588-9602 www.strottner.com