

Name: _____ Company: _____ Phone: _____

Address _____

Website: _____ email: _____

Please fill out a separate form for each company you have.

Type of business with a description: _____
(example: Landscaping business. We are a full service landscaper that not only does weekly lawn maintenance but we can install patios, trees, lighting and sprinkler systems.)

Areas your business services: Nationwide Worldwide Within 1 State Multiple states

State (s): _____

Which part of that State (example: we service the western suburbs of Chicagoland): _____

How many different services or products does this company offer that you'd like us to promote?: _____

Who are your 2 biggest competitors on the internet (domain names)?: _____

Do you feel your website has good design and functionality?: _____

Would you like a quote on a website makeover? **yes** **no**

What don't you like about your website?: _____

Do you have any analytics installed on your website? **yes** **no**

What are your two biggest challenges in marketing?: _____

What are your two biggest goals?: _____

- More Website visitors
- Better search engine rankings
- Improved opt-in conversions
- Increased sales
- More phone calls
- More Web form registrations
- Building rapport with prospects

Have you ever had any SEO services done to your website? (describe): _____

Are you currently involved in a PAY-PER-CLICK program? **yes** **no**

Describe the PPC program: with who and how much are you spending?: _____

Do you feel your website needs a SEO tune-up? **yes** **no**

How many unique visitors are you getting to your website each month?: _____

What is your ideal lead/client?: _____

Where do receive your leads/clients from now?: _____

How many new leads do you receive each month?: _____ How many new clients do you acquire each month?: _____

What percentage of leads/clients are generated via internet?: _____

How do you follow up on leads?: _____

What is your average revenue per sale?: _____

Do you have a blog? **yes** **no**

What social networking sites do you belong to? (linkedin, facebook, etc.): _____

What words or phrases would your clients look you up on google?: _____

What is your time frame to get a program started?: _____

Have you ever had a company video created? **yes** **no** Is the video on your website? **yes** **no**

How many different videos would be needed for each service or product you offer?: _____

What is more important in your video production? the least expensive video a more professional looking video

Would you or someone from the company appear on the video as the spokesperson? **yes** **no**

Would you need on-site videotaping? **yes** **no**