

Getting to know new SEO clients in 30 questions

Go from zero to client hero with this interactive worksheet



Questions about the client's business

Start your client relationship off on the right foot by getting to know their business, in their own words. When a client talks about their business firsthand, you'll be able to tune into nuances than may lead to opportunities in the next phase of work.



1. Can you give us a brief history of your company?
2. What are your company's most profitable services/products (in order)?
3. What are your specific goals for an SEO/Digital Marketing strategy?
4. Is your target market local, regional, national or global?
5. Who are your top five competitors?
6. What marketing challenge keeps you up at night?

Questions about the client's customers and audience

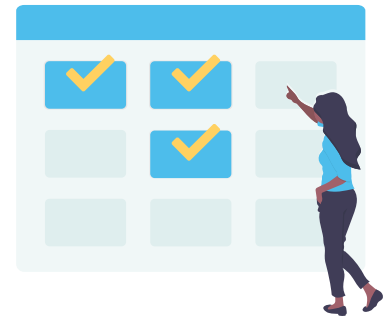
Getting to know a client's customers and audience will give you insights into how customer revenue impacts their bottomline and how prospects engage with the business both online and off.

7. Describe your ideal customer.
8. What are some common traits or attitudes held by your customers (psychographics)?
9. What is the monetary value of a newly qualified lead?
10. What makes a lead qualified?
11. Do you notice any service related behaviors that recur? Is someone more likely to purchase 'X' after they've purchased 'Y'?
12. Where do you get most of your current customers?
13. What percent of your customer base are repeat customers?

History of previous SEO work

These questions help you gauge the type of SEO work they've done in the past and the client's overall understanding of SEO initiatives. You'll also learn more about client expectations, target metrics, and pressing issues like bad links and site crawl issues.

14. Can you tell us about any previous or current SEO work?
15. Can we see any past reports?
16. What goals or metrics have you measured in the past?
17. What did you like about the reports you've done in the past?



Keyword Research and Content Opportunities

These questions will give you a good understanding of past keyword and content strategies, and help you identify ranking opportunities and quick wins.

18. What are the 5 keywords you would like to rank well in search?
19. What resources do you have that may be link-worthy? Data? Content? Cash? Product?
20. Can you tell us about any previous or current PR work?
21. If you could choose any websites/publications to be featured on what would they be?
22. List all conferences or events that are relevant to your business, service, or product.
23. Are you currently running any paid advertising?

Goals & Preferences

Lets your client know you are listening to their needs and will share reports that speak to their business objectives. Establish mutual understanding around how often reports will come in, what data points will be included, and how the clients consumes and uses the reporting and data you provide.

24. How often would you like to see reports? How would you like to receive them?
25. What metrics do you want to keep an eye on each reporting period?
26. What metrics do you want to know more about?
27. What do you consider success?
28. How have you received reports in the past (in-person, automated, email, conference call), what did you like or not like about that experience?
29. How does reporting play into your budgeting decisions?
30. Would you like any additional data or presentations delivered to you outside of regular reports?