

## Instructions

This worksheet allows our team to determine the scope of your online marketing requirements and provides key information. All information will be held in strict confidence.

Please complete this document in preparation for discussing your search engine marketing priorities.

If you have any questions, please contact Rob Rogol at 619-261-9024.

### SECTION 1: CONTACT & BUSINESS INFORMATION

Company Name:

Website URL(s):

Contact Name:

Contact Title:

Address:

Phone:

Fax:

Email:

1. Describe your business and provide a list of your products/services. Rank order them in order of importance, "1" being the highest priority.

2. Are you currently using Google Analytics or other analytical software?

3. What is your current marketing strategy?

4. Success Factors:

a. What would be considered a success?

b. What would be considered a failure?

5. Who are your 3-5 top competitors and why? (Name and Website)
  
  
  
  
  
  
  
  
  
  
6. How do you communicate with customers? (call center, email, forums/blogs, live chat, social media, paid search, etc)
  
  
  
  
  
  
  
  
  
  
7. Who else will be involved with this project? (IT, web, legal, marketing, sales, content team, etc)
  
  
  
  
  
  
  
  
  
  
8. What role does your website play in your business? (point-of-sale, marketing, information only, lead generation, etc)

## SECTION 2: WEBSITE INFORMATION

1. Have you made search engine optimization attempts in the past? If so, what were the results? Why?
  
  
  
  
  
  
  
  
  
  
2. Are you currently using pay-per-click advertising?
  - a. Do you have a keyword list?
  
  
  
  
  
  
  
  
  
  
  - b. Do you have ad text or creative copy available?
  
  
  
  
  
  
  
  
  
  
  - c. Provide a list of key words or phrases that your target audience might use to find your company online. Prioritize your list from most likely to least likely.
  
  
  
  
  
  
  
  
  
  
  - d. Paid search using: Google ( ), Yahoo ( ), Bing ( ), Other ( ) \_\_\_\_\_(please specify)
  
  
  
  
  
  
  
  
  
  
3. If PPC is being used, is it profitable? What is your current ROI?
  
  
  
  
  
  
  
  
  
  
4. Are you using any other forms of online advertising?
  
  
  
  
  
  
  
  
  
  
5. How long has the current version of your website(s) existed?

## SECTION 3: CURRENT STATE

1. Please break down your marketing spending in percentages.

- a. Referrals/Leads \_\_\_\_\_
- b. Banners \_\_\_\_\_
- c. Print Advertising \_\_\_\_\_
- d. TV/Radio \_\_\_\_\_
- e. Pay per Click (PPC) \_\_\_\_\_
- f. Organic Search Optimization \_\_\_\_\_
- g. Paid Directories \_\_\_\_\_
- h. Paid Links \_\_\_\_\_
- i. Event Sponsorships \_\_\_\_\_
- j. Email Campaigns \_\_\_\_\_
- k. CPM (AdSense, Contextual) \_\_\_\_\_
- l. Press Releases \_\_\_\_\_
- m. E-Bay \_\_\_\_\_
- n. Direct Mail \_\_\_\_\_
- o. Traffic Exchanges \_\_\_\_\_
- p. Affiliate Marketing \_\_\_\_\_
- q. Viral Marketing \_\_\_\_\_

2. How much traffic does your site receive now? What is your monthly revenue in dollars?

3. Please break down your revenue in percentages.

- a. Online \_\_\_\_\_
- b. Phone \_\_\_\_\_
- c. Physical Location \_\_\_\_\_
- d. Other \_\_\_\_\_

4. What is the total amount spent annually on marketing?