

## **LOCAL SEO QUESTIONNAIRE**

*As part of working together to improve your local search rankings it's always helpful to have a thorough overview of the task in hand, and so to enable us to better understand your particular circumstances we've put together this questionnaire.*

*As you will see it's fairly comprehensive and covers most of the things that we would need to initially concentrate upon before setting up your local SEO campaign.*

*Filling in this questionnaire doesn't commit you to anything but it does give us more detail to work with when meeting with you or speaking to you for the first time.*

*Don't worry if there's anything you don't know or any question you can't answer. Just complete as much as you can.*

Client Name: -----

Client Address: -----

Client Telephone: -----

Client Email: -----

1) What is the official/legal name of your business?

2) Are there any other names under which your business presently operates (or under which it has operated in the past)?

3) What is the full address of your business location? Please specify what type of address it is (eg. office, shop, home, virtual office, PO Box etc).

4) Do you share this address with any other businesses (including any other businesses you own)? If "Yes" please give details of the names of the other businesses below.

- Yes
- No

5) Roughly how long has your business been located at this address?

6) If a letter were to be posted to you at this address would you be able to receive it easily?

- Yes
- No

7) Do you have any plans to change your business address in the future?

- Yes
- Maybe
- No

8) Is the address shown above the only location of your business? If "No" please list below any other location addresses and what types of addresses they are (eg office, shop, virtual office, PO Box etc).

- Yes
- No

9) Does your business have any previous addresses which are no longer used? If "Yes" please itemise them below.

- Yes
- No

10) Where do you do business with your customers? Is it at your address, at their address, or remotely (eg. through mail order or online)? Please check all that apply.

- My address
- My client's address
- Remotely

11) What is the main telephone number for your business? (Please make sure that you include the area code).

12) Do you use the telephone number shown above for any other locations of your business, or for other businesses that you own?

- Yes
- No

13) Are there any other telephone numbers that you use for your business? If "Yes" please itemise them below.

- Yes
- No

14) Are there any telephone numbers that you previously used for your business but which are no longer used? If "Yes" please itemise them below.

- Yes
- No

15) What is the URL (web address) of your business website?

16) Is this the only website that you use for this business? If "No" please list the URL(s) of your other sites below.

- Yes
- No

17) Do you have any other website URLs that forward or redirect to the above website URL(s)?

- Yes
- No

18) Do you have the ability to make changes to your website yourself whenever you like? If "No" please give details below of how you would go about making a change.

- Yes
- No

19) Do you own the domain name for your website (the bit after the "www")? If "No" please give details below of who owns it.

- Yes
- No

20) Do you arrange your website hosting yourself? If "No" please give details below of how your hosting has been arranged.

- Yes
- No

21) Do you have any plans in the foreseeable future to redesign or rename your website, or to rebrand your business?

- Yes
- No

22) Have you ever tried to build links to your website or paid someone else to do so?

- Yes
- No

23) Does your site presently have any rankings on the first or second pages of Google's search results? If "Yes" please specify below the keywords or keyphrases for which you rank.

- Yes
- No

24) Have you (to your knowledge) ever experienced sudden and steep drops in traffic or rankings on Google? If "Yes" please describe these below.

- Yes
- No

25) Are there any local search terms for which you'd like to be visible (ie. to rank for in Google's search results)? If "Yes" please enter these below.

- Yes
- No

26) If you had to pick only ONE of the above local search terms which would it be?

27) Is there a specific city or geographical area in which you'd ideally like to be visible in Google's local search results? if "Yes" please indicate your preferred location below.

- Yes
- No

28) On a scale from 1 to 5 how important is it to you to have more local visibility in the search results (where 1 is "not important at all" and 5 is "very important")?

- 1
- 2
- 3
- 4
- 5

29) How do you presently attract most of your customers or clients to your website (eg. word-of-mouth, AdWords ads, etc)?

30) Have you ever paid for online advertising of any kind (eg. with Google or other similar organisations)?

- Yes
- No

31) Have you ever listed your business on third-party directory sites?

- Yes
- No

32) If the answer to the question above is "Yes" do you still have the log-in information or administrative authority for those listings?

- Yes
- No
- Not applicable

33) If you were advised that you should ask some of your customers or clients to write online reviews for your business, how willing would you be to ask them on a scale of 1 to 5 (where 1 means that you would refuse to ask and 5 means that you would have no problem with this)?

- 1
- 2
- 3
- 4
- 5

34) If it was suggested that you should add a few pages of specific information about your services to your website, would you or someone in your company be willing to write those pages (with our guidance) or would you be prepared for us to do this for you?

- I'd do it in-house
- I'd be happy for you to do it

35) To date what has been your biggest marketing challenge (either online or offline)?

36) Does your business have a Google My Business listing?

- Yes
- No

37) Is there a business name that you presently use or plan to use for a Google My Business listing? if "Yes" please indicate the name below.

- Yes
- No

38) If you have a Google My Business listing do you have access to it? (In other words, could you make edits to it right now?)

- Yes
- No
- Not applicable

39) Have you worked with any SEO companies in the past? If "Yes" please tell us below if your experience was good or bad, and the reasons why you were pleased or disappointed.

- Yes
- No

40) What made you decide to fill in this questionnaire today? Is there any specific reason, or was it simply a desire to find out a little bit more about how we could help you to attract more visitors to your website?

41) Finally, please let us know any further information or details that you would like us to take into account.