

Search Engine Optimization Profile

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Answers to the following questions will provide a foundation for understanding the project requirements and the best strategy for optimizing the website.

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OBJECTIVES

What is the goal for this project?

What outcome will make this project a success?

What are some of the obstacles/challenges that could hinder the success of this project?

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CORPORATE PROFILE

Briefly describe the story behind your organization.

Is there a mission statement?

What values best describe your organization?

Who are the customers?

Who are the competitors?

How does your organization distinguish itself from competitors?

How is your organization viewed from within the industry?

What other brands are relevant and why?

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AUDIENCE

Who is the target audience?

What will each user group want to see and do?

What are the age ranges of customers? Gender breakdown? Job titles?

What media do they regularly read or watch? [e.g. magazines, newspapers, radio and television, etc.]?

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SEO STRATEGY

What possible keywords would be entered into a search engine to find the site?

How well does your site compare to competitor websites for the target keywords?

What are the most important/useful pages of the site?

Does your site target users in a particular geographic location [local, national, international]?

Has a Search Engine Optimization [SEO] program been in place before? If so, when?

Are there other sites that potential customers go to that could link to your site?

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SALES

How are sales most often generated?

What marketing initiatives are currently in place [e-mail marketing, print advertising, direct mail, tradeshow, adwords, etc.]?

If adwords are currently in place, please specify the scope of the campaigns.

What value proposition needs to be communicated?

Are there any features or marketing 'hooks' that could inspire a potential customer to go to your web site?

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ANALYTICS + MEASUREMENT

What analytics applications are being used? How successful are these at comparing campaigns?

How is ROI measured for your marketing initiatives?

In what channels will sales leads need to be tracked? E-mail? Banner Ads? Adwords? Organic search?

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APPROVAL PROCESS

Who will be managing the project on the client side?

Who is responsible for approving work? Will there be more than one group who will approve work?

Is there a hard deadline for this project? Are there other events/initiatives that will influence the schedule [e.g. marketing campaigns, industry events, etc.]?

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