SEO/PPC/SOCIAL DISCOVERY FORM

First Name

**ANSWER:**

Last Name

**ANSWER:**

Email

**ANSWER:**

Phone

**ANSWER:**

Company

**ANSWER:**

Company Website

**ANSWER:**

Brief description(s) of your products or services  
**ANSWER:**

Please list which part of the country you would like to target - Local, Regional or National and any specific areas/regions  
**ANSWER:**

Who is your target audience?  
**ANSWER:**

What are we trying to achieve and get them to do?  
**ANSWER:**

Please list your top 10-20 keywords and keyword phrases for your industry, product or service that you want to rank on page 1  
**ANSWER:**

What are the other forms of marketing and advertising you are doing? What is working and what is not?  
 **ANSWER:**

Do you have an existing email database of customers?

If you do - how many are on that list now?  
**ANSWER:**

Please list your top 3-5 competitors websites

Please copy and paste their website addresses here  
**ANSWER:**

What is your current marketing spend or percentage you currently budget per month and per year?  
**ANSWER:**

Did you reach your sales goals for the year thus far?  
**ANSWER:**

What is a new customer worth in revenue into your company?  
**ANSWER:**

Are you looking for a specific percentage of growth for your company?

If you are – then we need to understand what your current revenue is per year and the percentage of growth you are looking to achieve. Having this information will also help us recommend a budget to achieve the percentage of growth.   
**ANSWER:**

Please select all digital marketing services you are interested in  
*Search Engine Optimization*

*Google Pay-Per-Click Ads*

*Social Media Management***ANSWER:**

If interested in Social Media Management, please list your social media links here  
**ANSWER:**

What budget range would you be comfortable with as a starting point?

This range will help us understand what your expectations are so we can create the best strategy to match the budget available. If your budget is simply too small to meet the need of yours goals, we will let you know and make a recommendation. If possible please check off the budget range you believe will work for your marketing needs. Note – budget ranges also determine how many different platforms can be used to target your goals as well as implementing different campaigns within each platform:

*$500-$1000*

*$1500-$2000*

*$2500-$3000*

*$3500-$4500*

*$5000+*  
  
**ANSWER:**