

SEO Client Discovery Onboarding Questionnaire

Keyword Research & Strategy Development

Client Information

Client Name:

Date:

Contact Email:

Phone:

About This Questionnaire

This comprehensive questionnaire gathers essential insights about your business, target audience, and competitive landscape to develop an effective keyword research strategy that drives improved rankings and enhanced digital marketing results.

Our questionnaire covers:

- **Business Overview & Objectives:** Understand your goals, products, and services
- **Target Audience Insights:** Identify demographics and pain points of your ideal customers
- **Industry & Competitor Landscape:** Explore key industry terms and competitive benchmarks
- **Content & Keyword Strategy:** Pinpoint vital topics and existing keyword research

- **Geographic & Technical Considerations:** Address local search factors and technical SEO challenges

1. Business Overview & Objectives

Business Information

What is your business name and website URL?

What products or services do you offer?

Objectives

What are your primary business goals (e.g., brand awareness, lead generation, sales)?

What short-term and long-term marketing objectives are you aiming to achieve through SEO?

2. Target Audience & Customer Profile

Audience Details

Who is your ideal customer? Please describe their demographics, interests, and behaviors.

What pain points or challenges does your target audience face that your business can solve?

Customer Journey

At which stage of the buyer's journey (awareness, consideration, decision) are you targeting your keywords?

3. Industry & Competitor Landscape

Market Insights

Who are your main competitors, both online and offline?

Are there any competitor websites or digital campaigns you admire for their content or SEO strategy?

Industry-Specific Terms

What industry-specific terms, acronyms, or jargon should we consider in our keyword research?

4. Keyword & Content Strategy

Existing Research

Have you conducted any keyword research before? If yes, what were the key findings or insights?

Do you already have a list of keywords or phrases that you consider important?

Content Focus

Which topics or content areas are most important for your business?

Are there specific pages on your website that you want to prioritize for SEO (e.g., blog, product pages, service pages)?

5. Geographic & Language Considerations

Target Regions

Are there specific geographic regions or markets you are targeting?

Do you require keyword research to focus on local search terms or multiple languages?

6. Conversion & Performance Metrics

Call-to-Action

What specific actions do you want visitors to take (e.g., contact form submissions, online purchases, newsletter sign-ups)?

Measurement of Success

How will you measure the success of your keyword strategy (e.g., increased traffic, improved rankings, higher conversion rates)?

7. Technical & Project Insights

Website Status

Are there any current technical issues or SEO challenges on your website that we should be aware of?

Timeline & Budget

What is your timeline for implementing and seeing results from this keyword research?

Are there any budget considerations we should take into account?

8. Additional Information

Unique Considerations

Is there any other information about your business or industry that might influence our keyword research?

Do you have any specific expectations or requirements for this project?

Thank you for taking the time to complete this questionnaire!

Please return this completed form to begin your SEO keyword research strategy development.

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