

SEO BRIEF (Client Copy)

To help get a better understanding on how to serve you better please fill up the following information.

Business details

Business Name:

Contact:

Phone:

Email:

Website Address (URL):

Your Business

Tell us a bit about your business:

Products / Services Sold:

Target market:

Primary Objectives

For example, you might want to convert traffic into sales leads or email subscribers. You might also want to increase traffic to particular pages that have been optimised to convert visitors into leads and subscribers. Primary objectives should also be measurable and achievable. If the objectives aren't as important, they belong in the secondary objectives category.

Secondary Objectives Includes getting ranked for a particular keyword that isn't as important as your main one, or could involve an SEO goal somewhere down the track that can be reached after the initial stages of the campaign has commenced.

Domains Lead generating domains you registered or planning to register

What Type of SEO Do You Require?

Keyword Research(To identify general as well as certain golden keywords)

Competitor research (If you are in a competitive market)

SEO Content and Blogging (Inform/Educate/Engage/Sell)

Online Reputation Management (Reviews/Testimonials/Feedback/Social Media Likes/Comments)

On Page Optimisation (Fixing coding errors, adding meta tags, titles, image names, Google site map)

Link Building and Outreach: To find relevant websites to place your reference and link to the website

Local SEO (To increase local visibility and exposure via Google maps/ Local directories/ Business network pages)

What do you want visitors to do when they visit your website?

What action do you want them to take? There are generally three main actions of a visitor when they reach your website. They will:

- Join the website
- Sign up to a newsletter; or,
- Make a purchase

What are the key messages you're trying to communicate?
 Information (Govt rebates , risks)
 Generate interest (Offers , Engagement, videos, Testimonials)
 Encourage them to take action
 Focus on Trust , Quality and Benefits (Certifications, Testimonials)
 Avoid unnecessary Jargon (Too much information or unnecessary links sometimes not helpful)

What are your 3 Main Selling Points

Who do you consider your competitive advantage while making a sale?

- 1.
- 2.
- 3.

Extra information	
Is there any other information we can get : Flyers/Brochures/Advertisements/Awards etc (Please attach with the email)	
From your experience, what are the most important pages on your website in terms of creating sales for you?	<ol style="list-style-type: none"> 1. 2. 3.
Keywords	Suburbs
<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10.

Please save the completed document for your records. Email the completed form to basheer@dsigns.com.au.