

Digital Marketing and SEO Questionnaire

TO BE FILLED IN BY THE CLIENT

Our approach is designed specifically to assist your business in achieving its maximum potential online through the utilization of cutting edge technologies and techniques. We embrace web technology and leverage its power to create online revenue streams for our clients.

We offer a very unique service. We provide a comprehensive marketing solution for your business, addressing every need which is required for its transition to the next level; advancing your company beyond its current state and on to a more profitable standpoint.

Through the implementation of industry leading strategies in Internet Marketing, Web Development, SEO, eCommerce, Website Optimization and Content Management; we can dramatically increase your website traffic levels and improve sales conversion rates, which equals higher profit margins with lower a cost of ownership for your business.

Located in Kolkata, India we primarily service Kolkata, and also work with a wide range of clients in varying industries across different states of India.

The purpose of this questionnaire is so that we can better understand your business, market and operating environment. This helps us to more efficiently tailor a solution for your company and determine exactly what needs to be done with regards to development, optimization, operations, maintenance and marketing.

Note: Please forward this completed questionnaire to rajat.biswas@aunwesh.com

The information provided in the questionnaire will be strictly used to analyze your website.

Personal contact information:

1. Your Name:
2. Your Title:
3. Organization Name:
4. Full Address:
5. Business Branches:
6. Email:
7. Telephone:
8. Fax:
9. Website URL:
10. Best Time to Contact you:

Business information:

1. Name of Your Company/Business:
2. Your Business Industry Type Details:
3. Brief Description of your Company/Business, products and its services:

4. Important Technical Information about your Business which will help us in our analysis for making the right SEO plan for your business:

Q-4.1 Do you have a proper website for your business? If yes, please provide the URL

Q-4.2 In case you have already provided keywords as per your business requirements, do you want further research on the keywords, which are best for your business?

Q-4.3 How do you rate your current website on the search engines? Do you have traffic statistics or logs for us to review? If so, please include or send the details separately:

Q-4.4 In rank order of priority to the importance of the success of your business, what are the products or services that you provide? Please state the names of the products and services below along with a couple of lines of description against each product or service:

Q-4.5 What is the geographic target coverage of your market?

- a) Local
- b) Regional
- c) National
- d) International
- e) All

Please specify your target markets as above in order of rank priority:

Q-4.6 What would you like to be known for?

Q-4.7 Please outline your current Internet marketing strategy and include your future (planned) internet marketing strategy

Q-4.8 Who are your customers?

Q-4.9 Who are your best customers and why?

Q-4.10 What organizations or industries are supportive and/or complimentary to your products/services?

5. Name 3 of your nearest and major competitors (Company Name, Location, Website URL). We will perform analysis of their websites to get an idea of how they are ranked by search engines, the degree of optimization on their websites, what they are targeting.

6. Have you undertaken website search engine optimization in the past?
 - a) If yes, please provide us with your previously targeted keyword information
 - b) What was performed and what were the results?

7. Have you ever undertaken a Link Popularity and Building campaign for your website? If yes, please provide detailed information about your 'backlinks'

8. What search engines, if any, do you specifically want to target?

1. Total Estimated Budget - do you have an estimated budget amount per month for SEO work? Based on this figure, we can let you know what can be done within this budget or recommend a strategy:

2. General Comments:

3. Any other information to help us perform this Pre-SEO analysis: