



Your keywords, description (Meta tags), and content questionnaire

Please type your answers on a separate Word document or email providing as much detail as you can.

This process will greatly add to the effectiveness of your website's conversion rate as well as its overall performance on Google, Bing, and Yahoo searches:

1. What domain name(s) do you currently own?
2. What are the Website addresses of your top 5 competitors on the Internet?
3. What are 5 websites that you like?
4. What are the top 10 keyword phrases pertaining to your business? Please list these in order of importance - 1 being the most important.
5. Are you willing to invest in a Premium Domain Name to achieve much greater search engine results?
6. Is the market for your business a broad market (Attorney), or are you looking for a particular sector of your business (Business Litigation Attorney)? If so, please provide the keyword phrases.
7. Are you willing to use an alternative domain name (You can still keep your existing one) to achieve much better results?
8. What area(s) does your business want to target (Specific cities, state, country)?
9. Is there a path or direction you would like your business to go that it is currently not? If so, what is that direction (Please provide the appropriate keyword phrases)?
10. What else can you tell us about your business, business services, and business guarantee to your clients?



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11. What are the top 5 reasons a prospect would do business with you as opposed to one of your competitors?
12. Who are the final decision makers for your company? We will need them present at our first meeting.
13. Please provide specific information about your ideal or 'target' customers.
14. Are you currently doing anything to your website to build its Google Page Rank?
15. We are now offering a new leasing package that guarantees you top 10 placement on Google searches in just 12 weeks.

* Our clients have claimed this works better than the Yellow Pages; and very well with an existing website or standalone Internet marketing.

Would you be interested in hearing more about this very effective new program?

16. What is your specific product or service guarantee? If it is weak or not specific would you consider a stronger one?
17. You always want to 'Sell the Benefits. What are the top 5 benefits of your product or service?
18. What is your Internet marketing budget range for the next 12 months?
19. Would you be interested in Micro Sites to expand your keyword base for Google searches?
20. Have you ever done Google AdWords to promote your website (Would you consider this now if you're not currently doing so)?
21. What do you hope to accomplish during our first meeting?
22. If you are satisfied with the services provided would you be willing to give 3 referrals?

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Grow Your Business On-line!

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