

SEO Strategy Questionnaire

Company Information

Company Name: _____

Contact Person: _____

Position: _____

Contact Information: _____

1. Topics You Want to Be Known For

List the top three topics you want your organization to be known for (e.g., SEO optimization, content marketing, web development):

- Topic 1: _____
 - Topic 2: _____
 - Topic 3: _____
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2. Does Your Content Consistently Cover These Topics?

How often do you create content related to these topics (e.g., blog posts, social media, newsletters)?

- Frequency of Content: _____
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3. What Areas of Your Online Presence Need Improvement?

List areas where improvement is needed (e.g., website traffic, social media engagement, online reviews):

- Improvement Area 1: _____
 - Improvement Area 2: _____
 - Improvement Area 3: _____
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4. How Do You Currently Promote Your Content?

Describe your methods for promoting content (e.g., email newsletters, social media, blog posts, online ads):

- Promotion Strategy: _____
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5. Is Your Team Incentivized to Promote Content?

Describe how your team is motivated to promote content (e.g., bonuses, recognition, targets):

- **Incentives/Recognition:** _____
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6. Where Is Your Content Currently Featured?

List blogs/websites where your content is featured (e.g., Blog/Website Name, Relevance to Business, Link to Post):

- **Featured Site 1:** _____
 - **Featured Site 2:** _____
 - **Featured Site 3:** _____
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7. Where Would You Like Your Content to Be Featured?

List desired blogs/websites for content placement (e.g., Blog/Website Name, Relevance to Business):

- **Desired Site 1:** _____
 - **Desired Site 2:** _____
 - **Desired Site 3:** _____
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8. Have Your Products or Services Earned Online Reviews?

Describe your online reviews (e.g., platforms used, overall sentiment, key feedback points):

- **Review Platforms:** _____
 - **Sentiment and Key Feedback:** _____
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9. Have Your Products, Services, or Content Received Any Awards or Recognitions?

List any awards or recognitions received:

- **Awards/Recognitions:** _____
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10. Is Your Content Referenced in Online News Articles?

List any news sites that reference your content (e.g., Site Name, Relevance to Business):

- **Referenced Site 1:** _____
 - **Referenced Site 2:** _____
 - **Referenced Site 3:** _____
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11. Do Guest Blogs Link Back to Your Website?

What percentage of guest blogs link back to your website? Specify the pages they link to:

- **Percentage of Links:** _____
 - **Linked Pages:** _____
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12. Are You Contacted for Quotes or Soundbites by Editors?

Describe instances where you or your team are contacted for quotes or soundbites:

- **Quote/Soundbite Requests:** _____
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13. To-Do List for SEO Improvements

List tasks for SEO improvements, including a timeline and an estimate of hours required. Order from most to least important:

- **Task 1:** _____ (Hours: _____)
 - **Task 2:** _____ (Hours: _____)
 - **Task 3:** _____ (Hours: _____)
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14. Wish List for SEO Enhancements

Add items to your wish list for SEO, including a timeline and an estimate of hours required. Order from most to least important:

- **Enhancement 1:** _____ (Hours: _____)
- **Enhancement 2:** _____ (Hours: _____)
- **Enhancement 3:** _____ (Hours: _____)