



Brief: SEO campaign

This brief will help us better understand the specificity of your company and requirements for a promotional campaign. All the information provided in the document is covered by the confidentiality clause and will be used only by our employees during planning and preparation of the strategy. Thank You in advance for all the provided answers.

1. What's the address of your website?

2. Since when the internet domain is your property?

3. Do you have specified goals for an SEO campaign?

4. What is your main target group?

5. Is your product or service local, national or global?



6. Do you have a defined budget for an SEO campaign?

7. Please provide key phrases that you would like to be visible on in the TOP10 in google search.

8. Please provide the websites of your main competitors.

9. Do you run a campaign in the Google Ads system (formerly AdWords) or any other campaigns on the internet?

10. Have you used the services of an SEO agency before?

11. Is Google Analytics code and Google Tag Managers installed on your website? Do you have an access to Google Search Console?

12. How often do you update your website?

13. Do you run a company blog?

14. Do you have a business accounts on any social networks?

15. Contact person

16. Contact e-mail address

17. Contact phone number

18. Name of the company

Thank you for the time spent on fulfilling this brief. It will be very helpful while making a dedicated pricing and for the campaign creation.

