



COMPANY GOALS

What are your main goals as a company?

What problem are you solving for people?

PRODUCT / SERVICE

What is your product/s or service/s? (provide a brief explanation of each of them)

Can you provide a list of most common words/sentences people would use to look for your services on search engines? (please, provide as many examples as you can)

i.e. 'sustainable real estate'

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Are there are technical SEO keywords we should consider? (please, provide as many examples as you can)

i.e. 'mixed use real estate'

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TARGET AUDIENCE

What is your target audience?

What are they interested in?

What kind of jobs do they have?

Where do they live?

COMPETITION

Who are your main competitors? (please, provide links)

What industry/ industries are you in? (provide a brief explanation of each of them)

Are you offering something different than your competitors?

What's your competitive advantage?

What's unique about your company?

SEO ACTIONS HISTORY

Have you done any on-site SEO optimization? (h1, title, meta descriptions, image meta descriptions, site speed test, etc.)

Have you done any backlinking outreach? (getting other relevant companies to add a link to your site)

What are your goals from this? (6-month short-term goals, long-term goals)

Are there any specific issues with your current SEO you would like to tell us?