



LOCAL SEO NEW CLIENT QUESTIONNAIRE

This helps us determine the best marketing strategy for your Business!

Please download, fill out, and email this document to me, EntrepreN8, at n8@entrepren8consulting.com
(You might first take a moment to read up on my main services: ongoing, audit, and consultation.)

1. Best email address and phone number at which to reach you:
2. Official, legal name of your business:
3. Business name you plan to use for your Google My Business page:
4. Your business address. Please specify what type of address it is: office, store, home, virtual office, PO Box, etc.
5. Do you share this street address with any other businesses (including any other businesses you own)?
6. Is that the only location of your business?
If not, please list the addresses of your other locations and what types of addresses they are (office, storefront, etc.).
7. Where do you do business with your customers: at your address or at theirs?
8. How long has your business been located at that address?
9. Office phone number:
10. Do you use this phone number for any other locations or other businesses?
11. All former or alternate business names, addresses, and phone numbers for the location(s) you'd like my help on:
12. Your website URL:
13. Is this the only website you use for this business? If not, please list your other sites.
14. Can you make changes to your website whenever you'd like?



15. Who bought your website hosting and domain name?

16. Have you ever experienced sudden and steep drops in traffic or rankings in Google? If so, please describe.

- 17a. Do you have any plans to redesign your site, rename your site, rebrand your business, or move to a new business address in the foreseeable future?

- 17b. If so, please describe the planned change(s).
If a new site is currently in the works, please write down the URL of the demo / staging site.

18. Has your Google My Business page ever “disappeared” or taken a severe hit in rankings, to your knowledge?

19. Do you have access to your Google My Business page? (Could you make edits to your page right now?)

20. What are 1-10 keywords or services for which you’d most like to rank in Google? Write them down in rough order of importance to you.

21. What is the specific city or area you’d like to be visible in, ideally?

22. How do you currently get most of your customers / clients / patients? (E.g. word-of-mouth, AdWords ads, etc.)

23. Do you have any notable rankings in Google? If so, please list at least a few keywords you currently rank for.

24. Have you listed your business on sites like Yelp, YP, etc.? If so, who has the login info for those listings?

25. If I said that you should ask some of your customers / clients / patients to write reviews for you, how willing would you be to ask them? (Let’s use a scale of 1-10: 1 meaning you refuse to ask, 10 meaning you’re totally motivated.)

26. What has been your strategy (if any) for getting links from other sites to your site?

27. Have you worked with any SEO companies? If so, what was your experience, and what specific steps did they take?

28. Can you devote at least one hour a week to helping me help you? (Mostly time spent on communication.)

29. If you’re under the radar (e.g. on vacation), do you have a trusted decision-maker who will work closely with me?



30. What keeps you up at night? What's been your biggest marketing challenge?

31. How badly do you need more customers / clients / patients?
(Let's use a scale from 1-10: 1 being fairly comfortable, 10 being desperate.)

32. What compelled you to contact EntrepreN8 Consulting?

33. Please take a look at my [services](#) and tell me which one you're leaning toward: ongoing, audit, or consultation?

34. Anything else you want me to know about your situation or goals? Don't hold back!