



To:
From: Technosoft SEO Department
CC:
Date:

Phase 1 Part 1: Questionnaire for

As a first step on..... **SEO** program, we would like to ask the following questions, this will help us to understand your requirements in a clear way and we will be in better position to optimize your website.

1. **Who is your target audience?** I believe your target audiences are people who want....., if you have any other please let me know.

2. **Targeted Keywords and Key Phrases:**
 - A. What are the Key Phrases and Keywords (and concept) that you thinks are important and are being used by your target audience? (Please list separately if they are different among target audience (At Least 20-25))?
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.

3. **Competitors:**
 - A. Please list your top 3-5 primary competitors and their website addresses? (If you have different competitors for different, please list them separately.)
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.

4. **Industry Sites:**
 - A. Please list 3 –5 major industry/publication websites that you usually

go to.

B. Please list 3 –5 major industry/publication websites that you think that your audience (consumers) goes to if you know any.

5. If you have access to current and historical web stats of your website as well as your competitors, could you please provide them to us, e.g., number of unique visitors per month, number of postings per month, etc.