

Client Discovery Questionnaire

The Discovery Questionnaire is the first step to understanding your industry, your business, and your products and services. We'll use your feedback to help create the strategy that will drive how your SEM account is structured, aligning with your goals and expectations from the start. You may not know the answers to all of our questions. That's okay!

Company Information

Who are the key contacts within your organization for this project (project management, accounting, etc.)?

Name	Company	Phone	Email

What is your physical address, phone number, fax number, and email address?

What are your hours of operation? If you have more than one location, please provide info for each location.

Describe your target market: demographic, geographic, etc.



What categories describe your business, for example, "Retail – Clothing," "Restaurant," "Travel – Airlines," "Travel – Hotel," etc.?

What is your company tagline/slogan?

Please provide your company logo.

List any business associations you are involved with or certifications, achievements and awards your company holds.

What are your four largest online competitors and their website URLs?

Be Found Online, LLC (36863)	3340 N. Clark St., Suite 215, Chicago, IL 60657	877.55.FOUND
---------------------------------	---	--------------



What are your four largest offline competitors and their website URLs?

What sets you apart from your competitors? What added value does your company provide that your competitors do not?

Describe the products and/or services you offer.

Please list your top five selling products or services.

Be Found Online, LLC
(36863)

3340 N. Clark St., Suite 215, Chicago, IL 60657

877.55.FOUND

3



What are your most profitable products or services?

What is your average order value online?

On average, how many transactions occur on your site daily?

What is the average cost per web sale or conversion?

Be Found Online, LLC (36863)	3340 N. Clark St., Suite 215, Chicago, IL 60657	877.55.FOUND
---------------------------------	---	--------------

Are you utilizing an affiliate program to drive traffic to your website? If so, please provide details below:

Online Marketing Overview

What are all of the goals of your website? Please list in order of importance. For example, to generate sales, to inform/educate users, to increase awareness, drive promotions, etc.

Please list all of the conversions your website drives in order of priority. For example: complete a sale, sign up for a newsletter, find a store, download a coupon, etc.

Be Found Online, LLC 3340 N. Clark St., Suite 215, Chicago, IL 60657 877.55.FOUND
(36863)



When did your most recent website launch?

Do you have plans to rebuild the site or change to a new Content Management System (CMS) in the near future?

List the top keyword phrases that are most representative of your target product/service offering. For example, "widgets", "buy gadgets," "how to use widgets," "best widgets," "coupon for widgets," etc.

List specific brand keywords that people may use to find your website.

Do you currently offer online coupons or deals? Are they redeemable on the site? If so, how does the user go about redeeming the coupon/deal?



Analytics

Do you have traffic stats/logs or a web analytics program? If you use Google Analytics, please confirm you have added befound@gmail.com as an administrative user.

If you have multiple domains or subdomains, are you using the same Google Analytics accounts across all of your domains? If not, please confirm you have added befound@gmail.com as an administrative user for all.

Paid Search Advertising

What are your goals for your paid search campaign? For example, increase awareness, drive conversions, etc.

What search engines are you currently advertising in with paid search campaigns? Google? Yahoo!? Bing? LinkedIn? Facebook?

What specific improvements would you like to see from the new SEM efforts moving forward?



How often do you view your paid search reports? Daily? Weekly? Monthly? What types of data do you focus on when you review your reports?

Are there keywords you feel you must always be in a specific ranking position for and why? For example, you would like the keyword phrase “best online widgets” to always appear in positions one or two in the paid search space.

What tools are you currently using for campaign/bid management?

What is your philosophy or standard operating procedure for keyword creation, adding new products and removing discontinued items? This question may not be applicable to all clients.



Do you currently use any of the Google AdWords add-ons including: Product Extensions, Site Extensions, Local Extensions, Phone Extensions, etc.?

Do you currently use product feeds? If so who manages them?

Do you utilize comparison shopping engines for your products? If so, who manages them?

Will you be able to provide at least one year's worth of paid search data for Google AdWords?

Will you be able to provide data for Microsoft/Yahoo! AdCenter since October 2010?

If you have an affiliate program, what are your policies on Affiliates bidding on brand and non-brand keywords?

Do you have International paid search campaigns? If so, what countries outside of the U.S. do you target?

Be Found Online, LLC 3340 N. Clark St., Suite 215, Chicago, IL 60657 877.55.FOUND
(36863)

Are you targeting non-English speaking countries? Do you utilize special language targeting? Is your website available in multiple languages?

Have you ever done a retargeting or remarketing campaign?

Do you have a YouTube brand channel/page? Do you own any video assets? If so, please provide links to page and/or assets.

