

SEO Optimization Project Intake Questionnaire

General Information

Company Name

Website URL

Contact Person

Contact Email

Contact Phone

Project Details

What are your main objectives for SEO?

Who is your target audience?

List your top competitors (if any)

Have you done SEO on your site previously? If yes, describe the efforts

What challenges have you faced with SEO so far?

Technical Information

Website Platform / CMS (e.g., WordPress, Shopify, custom, etc.)

Can you provide access to: Google Analytics, Google Search Console, and website backend?

Are you using other SEO tools? If yes, which ones?

Keywords & Content

List important keywords or topics relevant to your business

Do you have a content strategy or blog? If yes, describe briefly

Is your website in multiple languages?

Other Information

Estimated monthly budget for SEO

Desired timeline for results

Additional questions or comments