



Discovery Form

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Please enter as much information below as you can. We will use this information to create or improve your online listings.

Tell Us About Your Business *

Why would your customers choose to buy from you over your competitors? (be specific about your Value proposition) *

What is the typical sales process/cycle? EX: customer calls, then fills form, then sets appointment etc *

What are the short and long term goals of the company? *

What product or service would you like to sell more of? *

What is the average Lifetime value of your average customer? This is your profit over the life of that customer *

Who is your ideal client? *

What knowledge of SEO exists within the company? *

None

A little

A lot

Have you had previous SEO on your site? If so, please check the investment level. *

Under \$500 per month

Under \$1000 per month

Over \$1000 per month

None

Please write as many keywords as you can think of that you would like to target online. (Keywords are words typed into google that your website will be visible for, example "Dallas Chiropractor" *

Separate keywords with a comma (,)

Please list radius and specific cities you would like to target. If your targeting national, just type in the United States *

How many additional customers would you like to acquire a month? Please set a number. *

Are you doing any other forms of marketing. Check all that apply *

SEO (Search Engine Optimization)

PPC (Pay Per Click)

RTB (Real Time Bidding)

Video Marketing

Social Media

Offline Print, Radio, Media

What would you say has been your most effective advertising method?

What would you say has been your least effective advertising method? *

Do you offer any special promotions to new customers? If so, what are they? *

Who is your competition? *

What is your budget range for getting new customers? *

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What is your biggest concern working with a company for online marketing? *