

# Brief on search engine optimization (SEO)

*If you are having difficulties filling out this brief, please contact us in any way convenient to you and we will fill it out together with you. We thank you in advance for your time.*

Contact information

|  |  |
| --- | --- |
| Company name |  |
| Contact person |  |
| Contact phone number |  |
| Contact e-mail address |  |
| Viber |  |
| URL of your website |  |

Budget and deadlines

|  |  |
| --- | --- |
| Estimated monthly budget to be allocated to SEO-advancement |  |
| Desired period of SEO-advancement |  |

Company information

|  |  |
| --- | --- |
| Describe your industry domain and segments of your target audience. Describe consumers of your products/services or those who make purchasing decisions regarding them. What are their socio-demographic features (gender, age, income, education, lifestyle, interests, needs)? |  |
| Are the things that you offer on the market familiar or novel to the consumer? |  |
| Name the main competitors of your company. If possible, describe their strong and weak sides. Include the URLs of their websites. |  |
| What advantages your company has over its competitors: | age of company  licensing  short production cycles (for example, 3 days)  environment-friendly materials  certificates  official dealers  delivery/installation/uninstallation/servicing  individual approach to clients  low prices  quick/free delivery  convenient payment system  warranty (for example, 5 years)  discount system for regular customers  wide assortment of products/services  rich colour scheme  product quality  client consultations (for example, free)  qualified experts |
| Contractor selection format: | Open auction  Closed tender  Request for proposal  We are the sole contractor  Other *(specify)* |

Previous experience

|  |  |
| --- | --- |
| Describe what kind of SEO-advancement efforts were done before and the results that these efforts brought. What would you like to improve? |  |
| If SEO-advancement of the website used to be done by another contractor: | |
| The company that provided the services |  |
| Last period of SEO-advancement (beginning-end) |  |
| Reasons for ending collaboration |  |
| Has the website ever received any penalizing sanctions from search engine systems? |  |

SEO-advancement

|  |  |
| --- | --- |
| Geography of SEO-advancement (specify regions) |  |
| The goods/services that should be shown in the search queries undergoing SEO-advancement |  |
| The goals that you want to achieve through promotion of your website in search engines (SEO): | Increase recognition of the trademark, brand and raise customer loyalty  Increase traffic to the website  Gain new partners/dealers  Break into new markets  Increase the amount of goods/services sold  Other |
| What website changes are you ready to make? | No changes whatsoever  Minimal changes  All necessary changes |
| Specify those SEO criteria that you consider important. If you can do so, specify the desired metrics outright. |  |
| Do you have a list of keywords (search queries)? | Yes  No, but will have one later  Let the developer (us) choose these |
| Specify the keywords and keyword combinations for search requests (if you have any), with one keyword/keyword combination per row.  Nearby on each row specify search request priority based on your company’s industry domain: high priority; medium priority; low priority. |  |

Website information

|  |  |
| --- | --- |
| Website developer |  |
| The kind of content managing system (CMS) used by the website |  |
| Website hosting provider |  |
| Who in your company is tasked with administering the website? |  |
| Who in your company is tasked with creating content and putting it on the website? |  |
| Is the content on your website unique? |  |

### 

## Additional information

|  |  |
| --- | --- |
| Any information that will aid us in our work on the project |  |

After completing the brief please send it to address

[sale@web-designing.top](mailto:sale@web-designing.top)

You may attach other files and documents to your message if needed.