

# Customer Information Form

Customer:



## Customer Information:

1. What is your preferred mode of communication?  
Email:  
Skype:  
Cell phone:  
Hotmail/Msn/Yahoo:
2. What is your convenient time and day in the week for discussions and conference calls?

## Business Objectives

3. What is your Domain name and how long have you been in this business and how long your website been up?
4. Do you have a business / revenue model linked with your domain? If yes, could you please explain to us in detail?
5. What is the purpose of your site and how does it generate revenue (if it is)? (To sell products, to provide information only, resource site, etc.)
6. Have you conducted any SEO activity before on your domain? If yes, can you briefly tell us what were those activities and for how long period they were followed?
7. Can you tell us how many leads you currently get from each of these websites on a weekly/monthly basis?
8. Do you have target geography, target age group, and list the Web sites of up to 3 competitors in order of importance:
9. Can you tell us a few points that make you well ahead of your competitors?
10. Do you have any other marketing strategy in place / planned for next 3-6 months? If so, could you please share those with us so that we can align our strategy with yours?
11. Have you conducted any online market research before (competitor analysis, survey etc)? If so, please share that with us.
12. Do you have any preferred keywords and pages to target for your website?
13. Do you have a PPC (pay-per-click) campaign? If yes, how much money you spend monthly and what is your conversion rate/ROI?

If would you like to provide any other information not mentioned above, feel free to narrate it here: