PPC Questionnaire

**Customer Information:**

**1**. What is your preferred mode of communication?

Email:

Skype:

Cell phone:

**2**. What is your convenient time and day in the week for discussions and conference calls?

**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 (Like to sell products, to provide information only, resource site, etc.)? If yes, could you please explain to us in detail?

**5**. Have you conducted any SEO & PPC activity before on your domain? If yes, can you briefly tell us what were those activities and for how long period they were followed?

**6**. Please give us customer ID of your Google Adwords/PPC (pay-per-click) campaign. So, that we can send you request and analyze opportunities for you.

**7**. How much money you spend /you would like to spend monthly, maximum cost per click you would like to pay and what is your conversion rate/ROI if any?

**8**. Please let us know about target geography, age group, and list the websites 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 preferred keywords and pages to target for your website?

**11**. Do you have any other marketing strategy in place / planned for next 3-6 months?

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