



## Search Engine Optimization Worksheet

Company \_\_\_\_\_

Describe your target audience.

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If you have an already existing site, please answer the following:

- How long has your website been in operation?  
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- Has it been registered with search engines?  
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- Do you monitor your site traffic (ex. Hit counter, server logs)? \_\_\_\_\_
- \_\_\_\_\_

What do you want your website to accomplish?

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What descriptive terms would you use to describe your company?

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What terms do you think your audience would use to find your website, besides searching for your company name?

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What terms would your audience search for to find similar companies in your industry?

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What terms would your audience search for to find your company geographically?

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Please give a description of your company in one sentence (this will be the one that appears in search engine results).

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Who are some of your competitors?

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