

**Online Marketing Form (website)**

Client thoughts is one of the most important and successful way to draw the right picture about their business. This form will help your business to identify the overall goals from the online marketing plan.

**Common Overview**

* What are the primary goals for your website? E.g., Sales, Leads, awareness, …

ANSWER:

* What specific goals do you want to get from a website?

ANSWER:

* Have you applied any tracking or managing tools? E.g., Google Analytics or Google search console.

ANSWER:

* How soon you need to go forward? E.g., Any other consideration could hold you.

ANSWER:

**SEO Analysis**

* Do You currently have any Search Engine Optimization (SEO) or Search Engine Marketing (SEM) campaign? Would you provide any reports and tracking metrics?

ANSWER:

* How will people find out about your website?

ANSWER:

* List the most phrases and words that you think people will use them to find your web when searching online?

ANSWER:

**Content & structure**

* Text, images, video etc. What other dynamic functionality your website will require?

ANSWER:

* Will you need to communicate with any other third-party?

ANSWER:

* How many languages you need your website to cover?

ANSWER:

**Competition**

* list your main competitor with their URLs.

ANSWER:

* Any idea will you share about this website?

ANSWER:

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