



Search Engine Optimization Worksheet

Company _____

Describe your target audience.

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

- How long has your website been in operation?

- Has it been registered with search engines?

- Do you monitor your site traffic (ex. Hit counter, server logs)? _____
- _____

What do you want your website to accomplish?

What descriptive terms would you use to describe your company?

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

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

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

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

Who are some of your competitors?
