**Brand Details including URL with Contacts**

1. **Please supply 3 - 5 of your main competitors’ URLs?**
* www.
* www.
* www.
* www.
* www.
1. **What business are you in?**
2. **Who do you do it for/ your target market / typical customer?**
3. **What are the main messages you want to get across?**
4. **Do you require any particular strategy to be adopted or channel to be used?**
5. **What do you want a visitor to do as a result of visiting your site? (This is known as a ‘call-to-action’ objective)**

e.g. Pick up the phone and make an enquiry/send an email

1. **Where are your customers located?**
2. **What are your three main USPs (unique selling points)?**
3. **Do you have any specific Keywords/Phrases you would like used?**

**(I can offer further advice on this).**

1. **Where can I get the main bulk of the information I need?**
2. **What are the main pages (navigation) you want optimised ? Examples below.**
3. **Do you have any idea where your pages rank on Google currently? Examples below.**
4. **Do you require us to write your Metadata?**

**(These are the Title Tag Descriptions, Meta Tag Descriptions and meta keywords.**

**They describe the content of each of your site’s pages to search engines, and act as a mini advertisement in search listing results.)**

1. **How many website backlinks do you currently have to your website?**
2. **Have you had any SEO completed previously on your website?**

1. **Do you have any other Social media / copywriting requirements?**

**Please supply any further information you feel would be relevant/useful**