

Questions to Start The Conversation About SEO

- **What is the goal for your website?**
 - Ex: Sell products online, digital brochure, be discovered, lead generation, book appointments
- **Who is currently managing your website?**
 - How is your website performing (traffic, leads, etc)?
 - Do you have access to Google Analytics?
 - Would you be willing to grant us read-only access to analyze your current traffic and see if there's opportunity for improvement?
- **Are you currently working with an SEO vendor?**
 - Are you getting reporting regularly? Is it clear/easily understandable?
 - Are you satisfied with your current SEO vendor? Is there anything they could be doing better?
 - If not currently doing SEO, have you done it previously? What was your experience with a previous vendor?