



Search Engine Optimization – Background Information Form

Date Form Completed: _____
Business Name: _____
Site URL: _____

Describe your business, product or service in 25-30 words.

Is your site's reach/target market: local, national, or regional?

List of top five online competitors with URLs:

- 1.
- 2.
- 3.
- 4.
- 5.

List of associations, affiliations, and relationships that your business has that may result in a link being added from their site to yours (CVB, chambers of commerce, business partners, vendors, suppliers, trade associations, etc.)

*Link popularity (the # of other sites linking to yours) is very important – please include as many options here as possible.
PLEASE INCLUDE NAME & URL.*

- | | |
|-----|-----|
| 1. | 11. |
| 2. | 12. |
| 3. | 13. |
| 4. | 14. |
| 5. | 15. |
| 6. | 16. |
| 7. | 17. |
| 8. | 18. |
| 9. | 19. |
| 10. | 20. |

List 15, 2-3 word phrases that other people would most likely use in trying to find a business, product or service like yours.

- | | |
|-----|-----|
| 1. | 11. |
| 2. | 12. |
| 3. | 13. |
| 4. | 14. |
| 5. | 15. |
| 6. | |
| 7. | |
| 8. | |
| 9. | |
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