



DIGITAL MARKETING

Questionnaire

Let's work together and expand your company!

BUSINESSS INFORMATION

Business/ Company Name:

Website URL:

Industry/ Niche:

Phone/ WhatsApp Number:

Years in Business:

Business Type

Local

International

Multi-location

eCommerce

National

Primary Contact Name & Email:

Business Address: *(if applicable)*

BUSINESS GOALS & KPIs

What are your primary business goals for the next 6–12 months?

(Select all that apply)

More leads/ enquiries

Better Google visibility

Increased sales

Brand awareness

More website traffic

Other, please specify:

SERVICE REQUIREMENTS

Which digital marketing services are you interested in? *(Select all that apply)*

- SEO *(Search Engine Optimization)* SEM *(Search Engine Marketing)*
 AEO *(Answer Engine Optimization)* SMM *(Social Media Marketing)*

What is the main reason you are seeking digital marketing support right now?

SEO (SEARCH ENGINE OPTIMIZATION)

Have you done SEO *(Search Engine Optimization)* before?

- Yes No

If yes, what type of SEO *(Search Engine Optimization)* work was done?

- On-page SEO Link building / Off-page SEO
 Technical SEO

Are you facing any of the following issues? *(Select all that apply)*

- Low organic traffic Website speed problems
 Poor keyword rankings Traffic drop or penalties
 Indexing issues

Website CMS:

- WordPress Custom
 Shopify Other

Do you have access to:

- Google Search Console
 Google Analytics/ GA4

Target locations for SEO: *(cities / countries)*

Priority services or keywords you want to rank for?

Are there any competitors you admire online? If yes, list your top 3–5 competitors: *(website URLs if possible)*

What content can you support?

Blog articles

Case studies

Service/ landing pages

Product pages

SEM (GOOGLE, BING, YAHOO & NETWORKS)

Which advertising platforms do you want to run Ads on?

Google Ads

Meta Ads (Facebook/ Instagram)

Bing Ads (Microsoft Ads)

LinkedIn Ads

Yahoo Ads

Other networks

Have you run paid ads before?

Yes

No

Approximate previous or current monthly ad spend:

Primary goal of paid advertising:

Leads

Website traffic

Sales/ Ecommerce purchases

App downloads

Preferred campaign types:

- | | |
|-----------------------------------|--|
| <input type="checkbox"/> Search | <input type="checkbox"/> Performance Max |
| <input type="checkbox"/> Display | <input type="checkbox"/> YouTube/ Video |
| <input type="checkbox"/> Shopping | |

Target locations for ads:

Monthly advertising budget range:

Describe your target audience: *(age, interests, B2B/B2C):*

AEO (AI & VOICE SEARCH)

Are you interested in optimizing your brand for AI-driven search and voice platforms?

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

Platforms you want visibility on *(Select all that apply)*

- | | |
|---|---|
| <input type="checkbox"/> Google AI Overviews | <input type="checkbox"/> ChatGPT/ Copilot |
| <input type="checkbox"/> Voice Search (Alexa, Siri, Google Assistant) | |

Do you currently have:

- | | |
|--|---|
| <input type="checkbox"/> FAQs | <input type="checkbox"/> Structured data (Schema) |
| <input type="checkbox"/> How-to/ educational content | |

What questions do customers usually ask before buying your product/ service?

Expected outcomes from AEO (*Ask Engine Optimization*):

- | | | | |
|--------------------------|----------------------|--------------------------|-------------------------|
| <input type="checkbox"/> | Appear in AI answers | <input type="checkbox"/> | Voice search visibility |
| <input type="checkbox"/> | Featured snippets | <input type="checkbox"/> | Brand authority & trust |

SMM (SOCIAL MEDIA MARKETING)

Which platforms should be prioritized?

- | | | | |
|--------------------------|-----------|--------------------------|------------|
| <input type="checkbox"/> | Facebook | <input type="checkbox"/> | TikTok |
| <input type="checkbox"/> | Instagram | <input type="checkbox"/> | Twitter/ X |
| <input type="checkbox"/> | LinkedIn | <input type="checkbox"/> | YouTube |

Links to existing social media profiles:

Current posting frequency:

Primary objective for social media:

- | | | | |
|--------------------------|-----------------|--------------------------|-------|
| <input type="checkbox"/> | Brand awareness | <input type="checkbox"/> | Leads |
| <input type="checkbox"/> | Engagement | <input type="checkbox"/> | Sales |

Preferred content formats:

- | | | | |
|--------------------------|---------------|--------------------------|---------------------|
| <input type="checkbox"/> | Reels/ Shorts | <input type="checkbox"/> | Stories |
| <input type="checkbox"/> | Static posts | <input type="checkbox"/> | Educational content |
| <input type="checkbox"/> | Carousels | | |

Your brand tone:

- | | | | |
|--------------------------|--------------|--------------------------|-----------------|
| <input type="checkbox"/> | Professional | <input type="checkbox"/> | Casual |
| <input type="checkbox"/> | Friendly | <input type="checkbox"/> | Premium/ Luxury |

Are you interested in paid social media Ads?

- | | | | |
|--------------------------|-----|--------------------------|----|
| <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
|--------------------------|-----|--------------------------|----|

Monthly budget for paid social ads: *(if any)*

BRANDING & CREATIVE ASSETS

Do you have a logo?

Yes

No

Do you have brand guidelines? *(colors, fonts, tone)*

Available assets:

Images

Videos

Any brands or competitors whose branding you like?

REPORTING, COMMUNICATION & TIMELINE

Preferred reporting frequency:

Week

Monthly

Preferred communication channel:

Email

Zoom/ Google Meet

WhatsApp

Desired project start date:

Any fixed deadlines or launch dates?

ADDITIONAL INFORMATION

Is there anything else we should know to create the best marketing strategy for your brand?

Do you have any files, images, sketches or other documents that might be helpful to our designer? Please send us.

Thank you for taking the time to fill this questionnaire. Please submit this questionnaire to sales@itcompany.services