

I appreciate you considering me for your project.

By completing this worksheet, you can help me wrap my head around your project, so I can plan effective solutions and provide realistic budget and timeline estimates.

General Information

1. What's your company's name?
2. What type of project are you considering? (i.e. content for a new website; rewritten content for an existing site; on-page SEO; ongoing SEO; email marketing; article marketing; social media messaging; etc.)
3. Do you have a website now? If so, what's the address?
4. What service or product does your company provide?
5. Has your company ever used social media, PPC marketing, email marketing, or any other online branding methods?
6. What major purpose does your project need to accomplish?
7. Who at your company will be responsible for this project?
Please provide names and preferred contact info. for all who will be heavily involved.
8. What is the targeted completion date for this project?
9. What is your project budget? Don't worry; I really don't jack up prices based on available budgets, but I will have to base my proposed solutions on how much time I can spend making your project great.

Project Goals

1. Please list your overall reasons for completing this project.
2. Please list your business objectives for the project. Do you want to increase sales or donations, or is it meant to build brand recognition? Include all targeted goals.
3. What results would qualify as complete success for the project?
4. Do you need ongoing maintenance for the project after completion? Would that involve basic communication, troubleshooting and tips, or do you need heavy results tracking and corresponding updates to reflect user behavior as you learn it?

SEO Needs

1. What, if any, SEO techniques have you used in the past?
2. Are you currently targeting any keywords on your site? If so, what are they, and do you have access to your analytics reporting?
3. Do you currently conduct article marketing, press release marketing, social media campaigns, or any other link-building techniques for SEO purposes?
4. Are you interested in on-page SEO to establish best practices, an ongoing SEO retainer for link-building, or both on-page and ongoing SEO?

Written Content

1. What aspects of your site's writing work well currently?
2. What aspects of your site's writing don't work currently? And why do you think these sections don't work? (i.e. not persuasive enough; unclear; sounds pushy; etc.)
3. List a few sites that you really like. What do you like about the writing or design?
4. What competing website do you like the most? What do you like about it?
5. List any other competitors' sites that have especially good (or bad) writing or design. Provide a few notes about each site.
6. What type of overall tone, or writing voice, do you want your site to convey? (i.e. down-to-earth; eloquent and scholarly; friendly and inviting; etc.)

Online Branding

1. How do you currently build your brand online?
2. Do you use social media, such as facebook and twitter, to build awareness of your products and services? If so, which sites have drawn the most success?
3. Do you currently use search engine marketing, such as PPC (pay-per-click) ads, with Google, Yahoo, or Bing? Are you (or your third-party service) getting good results?
4. Are you interested in using social media, blogging, articles, HTML email marketing, PPC marketing, etc. to build brand recognition and consumer loyalty?

Once you've completed this worksheet, send it my way so I can dig into the initial planning. Just email it to info@joedonohuewrites.com, and I'll get back to you quick as can be.