

Questions Your SEO Expert Should Ask.



It's important to communicate with your SEO expert before they set off to build a campaign for you. Below is a sample of questions we ask clients and the reasons behind them.

Question 1. What does your business do and how is it different from the competition?

Most businesses have more than one service/product that they provide to their clients. It's important for us to understand each service/product so that we can understand how to structure the Ad campaigns.

The client also provides information on how their company is different from the competition. We use this information to tailor the wording of the ad itself. If it's a service that sets them apart, then service will be advertised. If it's a price that differentiates the business, then the ad will promote pricing.

Question 2. What is your bread and butter services/product and what areas of the business are you still expanding?

Sometimes there are situations in which a new branch of the business needs to be promoted heavily. It's important to advertise these new services separately with its own campaign, budget and target audience. A common mistake is to focus on advertising the new branch at the expense of the core business. We suggest that a company always run a base line campaign for the core business in order to maintain your presence in the market. With two campaigns running, an SEO expert should also be able to cross promote to each audience effectively.

Question 3. Who are the competitors? Who are affiliates in your industry?

This is a little trick that our Google Certified Experts use and works very nicely for our clients. Competitor business names are included as keywords, so that our clients name will appear when a potential client enters the competitor's name. Some of the most successful keywords in a campaign have been competitor style keywords.

On the flip side, placing keywords of affiliated businesses that are in the same industry but not competitors is also an effective way to promote your company. The viewer may not click on your ad, but it's a subtle reminder and truly free advertising.

Question 4. Budget: Upfront and open discussion about budget and what your business can afford.

Don't be pressured to spend a lot of money on Google Ads, a budget of \$100/month can be used for an effective campaign. Not all campaigns are the same, some can be run very aggressive and will need a larger budget while less aggressive campaigns can still increase traffic to your website. The client needs to decide how aggressive they want to be, and whether they are willing to lose some traffic with a lower budget.

Question 5. When was the last time you updated your website?

A great campaign can get people to your website, but without an organized and updated website, you may lose your clients quickly. If your website has a high bounce rate (approx. 75% or higher) then it's time to rethink your website. Don't spend money on Google Ads without a good website to back it up.

Question 6. Is Google Analytics enabled on your website?

SEO services are nothing without access to Google Analytics. Google Analytics provides information such as client demographic, what web pages people show the most interest in, and geographic location. The SEO expert uses this information to understand your clients and tailor your ad accordingly. Ensure Google Analytics is set up prior to spending money on Google Ads.

These are only a couple of core questions we ask our clients, to download our questionnaire please visit the FAQ page and download the Infinity Software solutions questionnaire.

www.infinitysoftwaresolutions.ca

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