SEO PLAN DRIVERS

1. What is the primary goal of the site?

2. What is the secondary goal of the site?

3. What are your SEO efforts trying to achieve?

4. How will you redesign the site (if necessary)?

5. What is the target market of the site?

6. What is the geographic scope of your target market?

7. Who are your competitors? List URLs:

8. What are your keywords and phrases:

9. What are your descriptions:

10. Are there any keywords or phrases you will need to optimize (pay) for?

11. What offline activities will support the SEO efforts of the site?

12. Will there be any seasonal or regularly scheduled promotions or calls-to-action?

13. Will you incorporate social media into your site?