

I D E A



ideaoverten LLC.

web • internet marketing • print/graphics

IdeaOverTen, LLC

3140-B TILGHMAN STREET #128/ALLENTOWN, PA 18104

info@ideaover10.com

phone: 610.437.4340 | toll free: 866.864.2836 | toll free fax: 866.414.6165

INITIAL QUESTIONNAIRE

PROJECT:	SEO/SEM/PPC	IOT NO.	
INITIAL CONTACT DATE:		PROJECT MANAGER:	

1	Full Name of the Contact Person/Title or position in company	
2	Client eMail	
3	Company/Organization Name	
4	Phone No./ext.	
5	Mobile/Cell No.	
6	Fax No.	
7	Street	
8	City	
9	State/Zip Code/Country	
10	Current Website URL	
11	Website Description (flash, html, dynamic, look and feel of site, navigational structure)	
12	Products/Services sold	
13	Potential User Description/Demographics	
14	Main Function of Product/Service	
15	Ten Keywords which best describes your site that you are currently using	

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16	Potential Keywords (not yet in use)		
17	Current Traffic Per Month-fax copy or stat link Page Views Unique Visitors	PV:	Visitors:
		Stat login:	
18	Competitors' Websites		
19	Website FTP Login	Username:	
		Password:	
20	Content Management System?	YES – Type:	NO
		Can you add Metatags and Title Tags to CMS?	
		To what level (global, category, subcategory, product)?	
21	Is your site ecommerce?	YES – Cart brand:	NO
		Database type:	
22	Do you currently have an SEO/SEM program?	YES – Monthly budget \$	NO
23	Do you have a PPC program?	YES - Google, Yahoo, MSN, other?	
		Monthly budget \$	
24	Would you consider a site redesign and placement in our WebCreatorPlus SEO/SEM Compliant-Friendly Software?	Current design integrated into WCP?	
		New design into WCP software? (need new logo?)	
25	Project Budget?	Total Project Budget:\$ Project start up budget:\$ Project monthly budget:\$ Monthly PayPerClick budget:\$ Site redesign budget:\$	

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Please include the following with your completed form:

company literature and marketing materials (ad, brochures, etc.)

Fax the completed document to our toll free fax number, 1.866.414.6165

We can then develop an search engine marketing and optimization proposal best suited for your online marketing needs and budget.

Ed Kundahl
President
IdeaOverTen, LLC
ed@ideaover10.com