

Basic Business Info

What is the official name of your business? _____

Do you operate your business out of your home? YES NO

List the street address for this business' main location.

Is this a location that you meet with clients at? YES NO

Would it be considered a 'store front'? YES NO

What does it say on the sign outside your business' main location?

What does your staff say when they answer the phone?

List any other business names you've used in the past 5 years for this business.

If you've bought another company or been bought or merged with another company in the past 5 years, that affects this business then provide a brief description of what occurred.

Additional Locations

List the street addresses and phone numbers for additional business locations.

(address) _____ (p) _____

(address) _____ (p) _____

(address) _____ (p) _____

(address) _____ (p) _____

(address) _____ (p) _____

List all other addresses you've used in the past 5 years for this business.

Business Phone Numbers

List all this business's local phone numbers.

(p) _____ (p) _____

(p) _____ (p) _____

List all of this business's toll free phone numbers.

(tf) _____ (tf) _____

List all other phone numbers this business has used in the past 5 years.

(p) _____ (p) _____

(p) _____ (p) _____

Have you ever, or are you currently using call tracking numbers? If so, list them.

(p) _____ (p) _____

(p) _____ (p) _____

Your Website and Business Listings

List the URLs of ALL the websites you own.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Have you ever advertised this business on the CityGrid (CitySearch) or YellowPages networks?

CityGrid YES NO YellowPages YES NO

Have you ever gotten a Google penalty on your website or your local listing? YES NO

If so, please briefly describe what happened.

Have you worked with other SEO companies in the past to promote this business? YES NO

If so, please briefly describe what they did for you?

Does this business currently have a Google+ Business page? YES NO

(url): _____

Does this business currently have a Facebook Business page? YES NO

(url): _____

Does this business currently have a Google Places Listing?

YES NO

(url): _____

Does this business currently have a Bing Local Listing?

YES NO

(url): _____

Does this business currently have a Twitter Account?

YES NO

(url): _____

Do you have Google Analytics established?

YES NO

(url): _____

Have you ever done Google AdWords?

YES NO

Do you have Google Webmaster tools established for this business' website?

YES NO

Does your business have a Yelp profile?

YES NO

(url): _____