

SEO strategy. Crafted®

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Providing the right information up-front helps to establish realistic priorities and a sense of what may be achievable in terms of SEO authority. Pre-informing a rolling strategy that can adapt and evolve in line with your growth and development.

We've provided the questions we think are important to answer if you want to achieve SEO success:

- What situation or circumstance has led you to the point of needing SEO support?
Is there a problem you are looking to address or an opportunity you want to pursue?
- How would you rank your current SEO capability (low – little or no SEO strategy/skills, medium – active SEO but limited capability/knowledge or high – active SEO, confident SEO knowledge/skills)
- What SEO activity have you undertaken before (either in house or with another agency)?
- If you do have some experience with SEO, how have you reported on/tracked SEO activity?
Do you monitor/benchmark against any competitors in SERPs?
- Is focus purely or traditional SERP results or wider universal results like video, organic shopping results, etc.?
- Are there any immediate business priorities that you need help with
(focus on particular dept/market, new product launch, restructure etc.)?
- Do you have a focus on specific regions/countries or languages? Is there a priority order for these?
- Do you own any other domains or subdomains that need to be considered?
- Do you have any large development projects planned for the next 12 months we need to consider
– new site launch, updating booking engine, integration with CRM etc.?
- Do you work with any other teams such as PR department, social media manager, copywriter, Internal Developers etc. that we should meet to understand their planned activity/lead in times for working together etc.?
- What marketing technologies do you currently use (i.e. Hotjar, Usabilla etc.) and what role do they play in your current strategy?
- Are you aware of any technical restrictions to the site that could impact SEO support?
- What other marketing initiatives are driving traffic to the site?