

To experience SEO success, you need a keyword strategy that positions your brand to be everywhere your buyers are. This strategy begins with your name, address & phone (NAP-single/multi-location) followed by your unique selling proposition (USP), ideal customer profile (ICP), current state business capabilities, immediate revenue goals and a dedicated subdomain name.

SEO results can only be achieved if you know what you're trying to rank for!

The more precise you are at defining your business, the better your SEO results will be at driving quality traffic to your site.

1) Single or multi-location setup? Single (NAP) _____
of Locations: _____ Multi (NAPs) _____

2) Unique Selling Proposition (USP) SEO optimized content value: _____ word count
What makes your business better than the competition?

3) Ideal Customer Profile (ICP) SEO optimized content value: _____ word count
Define your ideal customer? The more precise you are, the better the quality of your SEO results.

4) Current State Business Structure
Based on your current staffing infrastructure, answer the following to the best of your ability.

A) What's your average sales dollar amount (\$) _____

	Margin/Markup	
• Products (\$)	_____	(%) _____
• Services (\$)	_____	(%) _____

B) How many sales reps do you have? _____

C) What's your average Quote-to-Sale ratio?
Meaning, how many opportunities do you quote on before generating a sales?
Average number of quotes _____ to generate a sales?

D) Based on your current infrastructure, how many additional quotes can you handle a week? _____

5) Revenue Growth Goals
How much would you like to increase your quarterly revenue ? _____ (\$) per month
Annual revenue growth (12 months)? _____ (\$) per month

6) cName / Subdomain Setup
To get started, you'll need to setup and configure a subdomain (Cname) and have it pointed at www.ecsrv.com
(Your iRevOps Specialist will assist you with this)

What's your website (DNS): www. _____ Example: yourwebsite.com
Choose and create a sub domain: _____ Example: store
Example: store.yourwebsite.com

Use Google to help you create a GREAT USP & ICP description for your business.

To complete your SEO keyword strategy, please provide the following information:

7) Federal, Local, State, Provincial & Education Contracts

Provide a list of contracts that you're an approved contract holder.

8) Top Vendors & Products

List your 3 top vendors and 3 additional vendors that you would like to grow your business with.

9) Competitors

List your top 5 competitors both local and national.

10) Wish List

Target customers, preferred solutions, affiliates, contracts and any other information of interest.

Additional Notes:

Target Keywords to rank for:

Internal use only

	<p>Was topical value achieved for:</p> <ul style="list-style-type: none"><input type="checkbox"/> USP<input type="checkbox"/> ICP<input type="checkbox"/> Contracts<input type="checkbox"/> Vendors & Products<input type="checkbox"/> Competitors
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Proof-of-Concept Approved Date: _____ Approved By: _____