

To experience SEO success, you need a keyword strategy that positions your brand to be everywhere buyers are. This strategy begins with your name, address and phone (NAP - single or 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) _____
☐ 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 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 solution sale dollar amount (\$) _____ C) How many sales reps do you have? _____

Margin/Markup

• Products (\$) _____ (%)
 • Services (\$) _____ (%)

D) What's your average Quote-to-Sale ratio?

Meaning, how many opportunities do you need to quote on to generate a sales?

_____ # of Quotes it takes to generate one (1)

B) Based on your current infrastructure, how many quotes can you generate a week? _____
 sale / paying customer.

5) Revenue Goals

What's your quarterly revenue target ? _____ (\$ per month

What's your annual revenue target (12 months)? _____ (\$ per month

Rank 1st on


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

What's your website (DNS): www. _____ Example: [yourwebsite.com](#)

Choose and create a sub domain: _____ Example: [store](#)

Example: [store.yourwebsite.com](#)

That's it for now! Use Google to help you define your USP & ICP definition.

To complete your SEO keyword strategy, please provide as much detail as possible for the following:

7) Federal, Local, State & Educational Contracts

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

8) Top Vendors & Products

Provide a list of your top vendors along with a list of your top selling products.

9) Competitors

Provide a list of your local and national competitors.

10) Wish List

Provide a list of vendors, products, solutions, affiliates, contracts and any other information of interest.

Additional Notes:**Target Keywords to rank for:**

Internal use

The better you answer these questions, the better your Google results will be!