



# HostPlan4You

## Reliable Hosting Solutions

Please do the best you can with these, skip whatever doesn't apply. Please type your responses in the appropriate area, and return at your convenience to [support@hostplan4you.com](mailto:support@hostplan4you.com)

Review these questions and make some notes, then let's schedule a telephone call or conference call by email. Frequently, having the marketing and design people on the call makes this more productive for us all.

### **Overall Search Engine Marketing (SEM):**

- What are your main objectives (known as "conversions") for site visitors? Signups?  
Phone Calls? A Purchase? Download? Registration? Subscription?
- What do you think is a realistic goal? What numbers of leads or sales per month, etc. and how does this compare with your current performance?
- Name of person at your company in charge of marketing / advertising?
- What do you believe to be your 5 most relevant search phrases that potential customers would use to find you? Please provide at least 5, in order of importance.

### **Organic Search Engine Optimization (SEO):**

- What is your level of experience with search engine optimization?
  - Have you worked with an SEO vendor in the past?
  - If so, why have you been dissatisfied? Because they are only looking at 15 keywords and not anything else from a tech standpoint i.e. other revenue areas.
  - If so, are you or someone in your organization aware of what's been done to your website in the past? Is there a documented history?
- Do you currently use a website statistics program to measure visits?
  - If so, do you know the login information?
  - What are your average monthly unique visitors?
  - What percentage of your current traffic originates from search engines vs. visitors arriving via referral links or directly typing in your URL?
  - What terms are your current website visitors locating you with?



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- Is your Web site database driven (dynamic URL') or static pages?
  - Do you currently use a blog, or any form on content management system (CMS) to update the site?
  - Are you hosted on a Windows or a UNIX server? UNIX

### **Pay-per-Click Media (PPC):**

- Do you currently have a PPC program with Google, MSN or Yahoo?
  - How long have you had an account?
  - What is your current monthly ad spending at each service?
  - Approximately how many keywords are you managing? .
  - What is your average cost per click (CPC) on Google? Yahoo? MSN?
  - Are you using Google Analytics, or other method of tracking your any return on investment (ROI)?
  - If so, what method or software? N/A

### **Email Marketing:**

- Are you currently using any email marketing for lead generation?
- Do you have a house list?
  - How many contacts?
  - Are they opt-in (do they have to say yes in order to receive emails)?
  - What do you send these people, and how often?
  - What tool, service or software are you using to build, send and track emails? .



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### Web Development:

- If your website is currently under development, do you have a site map/architecture outline you can provide?
- Do you have a list of other domain names that you mirror or own but do not use?
- Do you maintain your website internally or do you subcontract?
  - Is your designer or team still an active participant?
  - Name & contact info : .
  - How often do you update your site?
- When did the site last receive any sort of major overhaul?
- What types of content or functionality do you plan to add in the next 6 to 12 months?

### E-Commerce:

- How many products (SKUs) do you currently have on your site?
- What is/are your top selling product(s)?
- What percentage of your sales are purely Web-based (completed online)?
- What is your monthly revenue growth rate over the same period last year?
- What is your average order size?
- What is your current conversion rate (percentage of visitors to sales)?
- What percentage of your customers are repeat, and with what frequency?
- Do you have an affiliate program in use (paying third parties for sales)? .
- Do you currently manage any shopping engine feeds, such as Froogle?

I know this is long, but thinking about these things will help expedite the process if we decide to work together. Thank you for your time, and please send it to me right away!

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