

Shade Tree Marketing Questionnaire:

By answering the questions below you will help us provide a custom tailored proposal. Please spend a bit of time answering as many questions as you can. We are willing to sign an NDA prior to your answers (upon request). If you do not know the answers to any of these questions... It's OK! This questionnaire is twofold. First it lets me know that you are serious about your project and starts the brainstorming process. Second it allows us to provide you with the best solutions possible.

Background:

Please explain your type of business.

What services do you offer to clients currently?

What services do you anticipate offering in the future? Launch date?

What if any SEO services have been applied / tested on your site previously?

What domain(s) does your company own? If multiple sites are in your network please list them below.

Purpose: Please list the short-term goals for your company website and what you intend to accomplish.

Please list the long-term goals for your company website and what you intend to accomplish.

Please tell us about your target demographic. (i.e. age, sex, educational background, region, etc.)

What are your goals for each target audience?

What is the core purpose of your website?

Marketing Goals: What are your short-term marketing goals?



What are your long-term marketing goals?

What outcome will make this website successful? How will you measure success?

What time line are you looking at to completion?

What is your budget for this project?

Thank you for taking the time to complete our questionnaire! We will review your answers and be in touch shortly,

Team Shade Tree!