



Discovery Question Guide

Your Company

- What is your website URL?
- What is your current Web Hosting Company?
- Brief summary of your company products and services.
- What is your company mission?
- Geographic areas you serve? National or Local?
- Who is your target audience? Do you have established buyer personas for each of your target customer groups? (US based? Worldwide? Certain demographic? B2B? B2C? etc.)
- What makes buying your product or service necessary? What makes a customer buy right now?
- Are there seasonal buying patterns that affect your sales?
- Who are your three biggest competitors?
- What makes your business unique in the market?
- What do you want your company to be known for in the market?

- What is your average sale price?
- What are the pain points you solve for customers?
- What values and beliefs define your brand?
- Do you have social media channels? Please copy and paste links here.

Goals

- What is your top priority this year?
- Do you have specific company goals?

Budget

- What are you currently doing to generate leads?
- What are your plans for marketing for next year?
- How much do you spend on marketing annually?
- Where do you expect to be ranking in 6 months?
- Any previous experience with other SEO or Marketing companies?