



Client Onboarding Questionnaire

Accesses

1. Search Console URL and Domain Property Access shared with [email address]
2. Google Analytics Access shared with [email address]
3. Bing Webmaster Tool Access shared with [email address]
4. Website CMS Access shared with [email address]
5. Shopify Access shared with [email address]
6. Buy Mailshake Account, Email Outreach Monthly Plan, and share the credentials with us
7. Create a Gsuite Email and share it with [email address]
8. Share Google My Business Access with [email address]
9. Share Google Tag Manager Access with [email address]

Business Intelligence

SECTION 1: Business Overview

1. What factors influenced your decision to start this business? Is there a particular reason or story that led to its establishment?
2. How would you describe your business to someone who is unfamiliar with it?
3. Could you provide a description of the products or services your business offers?
4. What motivated you to focus on your primary product or service? What specific desire or need does it fulfill?
5. What sets your service and product apart from alternatives, including the option of

not using any similar offering at all?

6. What are the common reasons for customers discontinuing the use of your service?
7. Are there any trends related to seasonality that we should be aware of?

SECTION 2: Customer Objections

1. Are there any limitations or disadvantages associated with your service, product, or business model?
2. Do you frequently encounter any common concerns or objections from potential customers during the sales process?
3. Are there any common misconceptions or misunderstandings that customers often have about your industry or the solutions you provide?

SECTION 3: Demographics & Psychographics

1. What's the target demographic for your business?
2. What is the age range of your target audience?
3. What income level does your target audience typically fall into?
4. Does your target audience include a specific gender or is it more diverse?
5. What industries or job roles are typically found within your target audience?

SECTION 4: Service/Product Results

1. How do your clients benefit from using your service?
2. What specific advantages or improvements do your clients experience as a result of using your service?
3. How does your service address your clients' pain points or solve their challenges?

SECTION 5: Business Marketing Overview

1. How much revenue does your business generate annually? What is the percentage of profit you typically earn?
2. Could you provide additional details about your most popular products or services?
3. Apart from SEO, what other online marketing channels are you currently utilizing?
4. What challenges have you encountered in your marketing efforts? Could you share any past strategies that did not work and explain why you believe they were unsuccessful?
5. Can you give a list of your biggest competitors?
6. What is the conversion rate for organic traffic on your website?
7. What is the AOV (Average Order Value) for your sales?
8. What is the average Lifetime Value of your customers?