Name \_\_\_\_ Company \_\_\_\_\_\_

Email Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do you wish to remain anonymous? Yes \_\_ No \_\_\_

|  |  |  |  |
| --- | --- | --- | --- |
| Q. No. | Question | Answer (1 = Ineffective 🡪 5 = Extremely Effective) | Comment (where appropriate)\* |
|  | Rank the following in terms of effective SEO tactics |  |  |
|  | Page Design Level | | |
|  | Use of Metatags in content |  |  |
|  | Originality of content (written from “scratch” and not copied / linked from other location) |  |  |
|  | Appropriate tagging of images i.e. use of Alt tag |  |  |
|  | Use of Word Stemming |  |  |
|  | Provision of a Site Map |  |  |
|  | Ability to link or embed content to other site |  |  |
|  | Frequency of the site being linked to by other sites |  |  |
|  | Short relevant site name |  |  |
|  | OTHER DESIGN CONSIDERATIONS (Good / Bad): |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  | Site Management | | |
|  | Use of external consultancy company expertise to cater for SEO needs. |  |  |
|  | Responsiveness of site (mobile, tablet etc.) |  |  |
|  | SEO being incorporated into design process from initial stages. |  |  |
|  | OTHER  CONSITERATIONS (Good / Bad): |  |  |
|  |  |  |  |
|  |  |  |  |

What would be the main SEO Tools used to gauge Site SEO?

|  |  |
| --- | --- |
| Tool | Main Functionality |
|  |  |
|  |  |
|  |  |
|  |  |

Time Consideration:

|  |
| --- |
| Average Duration of an initial SEO project |
|  |