

## **Questions to Ask Before Starting an SEO Audit**

1. Any previous SEO work
2. If yes, any reports from previous work
3. What are your goals / What do you hope to get from this audit
4. What are most important pages & products/services
5. What other advertising have they been using / current marketing strategy
6. Are you currently tracking your website statistics
7. Is there anything I missed that you think I should know?