{Client Name}

Kick-off Questions

Date

This is an example of a kick-off question document. I provided areas below to guide you on the types of questions to ask. You can decide how many questions you think belong in these sections, but the entire document should be a minimum of 10 questions and include questions related to these areas. Feel free to include any new categories or additional questions you have for the client.

Past SEO Work:

1.

2.

3.

Goals

1.

2.

3.

Target Audience:

1.

2.

3.

Available Resources:

1.

2.

3.

Other Questions?