

**Client Questionnaire:**

SEM

1. What are the goals/business drivers for all advertising and online specifically? (branding, direct `response, customer acquisition, drive online purchases, drive traffic, competitive move, data gathering etc)
2. What metrics do you use to measure the success of the campaign?
3. Who are your competitors online and offline?
4. What site analytics do you currently use to monitor your web traffic? Do you plan to change in the near future?
5. Are you able to see integrated reporting for both paid and natural search?
6. What technology platform is used to support SEM bidding and campaign optimization?
7. What type of access do you have?
8. What regular reports do you receive and what detail is provided in these reports?
9. Do you own your accounts with the engines or are they under a master account with your current agency?
10. How many keywords are currently managed in your portfolio?
11. Do you feel there is room to grow the portfolio and if so in what ways would you want keyword coverage expanded?
12. What is the contribution of brand terms and generic terms to traffic and conversions?
13. What role does geo-targeting play in your current campaign?
14. Are there any current or upcoming promotions we should be aware of?
15. What is the relationship and interaction between your traditional Ad agency ( offline, creative etc) and your search agency?
16. Are you willing to share historical reports on SEM campaign performance ( engine and keyword level)? If so please attach with response.
17. How much do you spend a month approximately on SEM?

SEO

1. How do you measure SEO campaign success? Traffic, Conversion (bookings), Rankings, pages Indexed?
2. What are/were previous SEO successes/failures and what are some specific future goals you’d like to address?
3. Content Creation: Do you think you’ll need additional website content? Do you have someone there who can write content?
4. What platform does your site currently operate on?
5. Does your site technology produce any known or historic obstacles for implementing SEO best practices?
6. What are your current link building efforts?
7. What are your 10-20 mission critical keywords?
8. How well are you ranked for these terms currently?
9. How much do you spend a month to support ongoing SEO services?

**Client Questionnaire cont.:**

Display / Direct Marketing

1. What is your CPA target?
2. Please describe how leads (sale/booking) are generated. Please be specific as possible, pages, fields, etc
3. Can the campaign be promoted via email, if yes do you maintain a suppression list?
4. How long is your window for post impression & post click conversion payouts?
5. Confirm page URL – please provide
6. Can the registration form or page be hosted?
7. What is your average click to conversion ratio?
8. Are you running any other acquisition based campaigns, if yes with who?
9. How much are you currently spending on lead generation and display advertising?
10. Do you have an affiliate marketing program and if so who is your provider?

Emerging Media

1. Are you currently running any social media or digital word of mouth campaign?
2. Do you currently have any initiatives around blogger relations and blog outreach?
3. Are you interested in learning more about emerging media capabilities?

Account Management

1. Please describe your current account management team. What attributes do you like and what additional skills or competencies would enhance the relationship?
2. How often do you meet with your account team via phone and in person based on a typical quarter?
3. How many people are assigned to your program?

**Questions?**

**Please contact:**

Tim Lloyd Cohagen

312-818-5656

Tim@cohagenmedia.com