

List of Requirements from client for SEO

Before starting any project the most important step is to ask for the credentials with the detailed on call brief from the client. Below are the pointers-

Website URL:

Google Business Listing (If Any):

Contact Person Name and Designation:

Contact email:

Contact number:

Owner Name:

About us for Business:

SEO Tools Access/Creation:

- Access of Google analytics account
- Access to Google search console account.

Google My Business Requirements (If not created please provide us with below mentioned details):

1. Company/Business Official Name:
2. Business Description:
3. Official Address (Street address, city, state, postcode, landmark if any)
4. Business Current Location (Google map URL)
5. Business Phone No (For users to contact)
6. Business Email ID (For users to contact)
7. Business Industry Type
8. Business Service Area (Cities/Counties/Areas)
9. Business Working Hours
10. List of major product/services
11. Business Logo and cover image (High resolution)

Social Media Profiles (Share URLs if any exists and not displayed on the website):

1. Facebook page URL
2. LinkedIn page URL
3. Instagram profile URL
4. Twitter profile URL
5. YouTube channel URL

6. Other URLs

SEO Off-Page Requirements:

1. List of Keywords to be targeted for project's SEO.

Email ID credentials being used for SEO Off-page (If already in process)

After all the SEO requirements from the client we can proceed with our SEO activities.