



Internet Marketing & SEO (Search Engine Optimization) Sign Up Questionnaire

The Preferred Jewelers approach on Search Engine Optimization is designed specifically to assist your business in achieving its maximum potential online through the utilization of cutting edge marketing technologies. We embrace web technology and leverage its power to create online revenue streams for our clients.

Preferred Jewelers offers a very unique service. We provide a comprehensive Search Engine marketing solution for your business, addressing the needs which are mandatory for a more visible presence and profitable future online. Your Preferred annual membership includes a total of 25 key-phrases.

First Name:
Last Name:
Company Name:
Phone:
Address:
Email:
Website/ URL: How old is it?
Is the website built with a CMS (content management) <input type="radio"/> Yes <input type="radio"/> No
Can the content on your website be found anywhere else online? This includes sister websites, articles, press releases, blogs, or anywhere else index-able by the search engines? <input type="radio"/> Yes <input type="radio"/> No
Can you add additional content to your website and/or additional pages of content to your website if necessary? <input type="radio"/> Yes <input type="radio"/> No
Who are your competitors? List top 3 at least. 1. _____ 2. _____ 3. _____
In an effort to optimize your primary pages and avoid additional page and content creation, please list at least the top five suppliers on your website you would like to see ranking high in the search engines? 1. _____ 2. _____ 3. _____ 4. _____ 5. _____

What cities do you want to target for your SEO campaign?
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Main services you want to market with this SEO campaign, i.e., repairs, custom work, etc.
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Ask Yourself These 6 Questions
(For our keyword research purposes)

1. How would you describe what you do and your product?
2. In your opinion, what is it that makes your product/service special?
3. What differentiates you from your competitors?
(Questions 2 & 3 are your value propositions; the key elements that need to come across your pages. If your offer is the lowest costs, then we know to research keywords like (cheap), (low cost), (price). Alternatively, if they are not low costs, we know to avoid these keywords.)
4. What do you think are similar services/products that you do not consider competitors?
5. Which products/services are most profitable for you? Are there other reasons (inventory, seasonality, location) that you would want to push one product/service over another?
6. What do you think are your top most important keywords?

Here is a list of the top 10 recommended Keywords / Phrases.

Select the phrase(s) you would like to use.

If you select all 10, please add the additional 15 in the space provided on the next page.

Key Phrases	City	State
<input type="radio"/> Diamond Engagement Rings		
<input type="radio"/> Certified Loose Diamonds		
<input type="radio"/> Engagement Rings		
<input type="radio"/> Designer Jewelry		
<input type="radio"/> Wedding Rings		
<input type="radio"/> Bridal Jewelry		
<input type="radio"/> Custom Design Jewelry		
<input type="radio"/> Jewelry Stores		
<input type="radio"/> Wedding Jewelry		
<input type="radio"/> Gold Jewelry		

**What are the top 25 keywords / phrases you would like to target,
or keywords / phrases you think your customers would type into their search engine to find you?**
(Keyword / Phrases frequently attract top results: and are often in the top rankings.)

Keywords / Phrases	City	State
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Please contact the Preferred Jewelers office to discuss additional requirements:
Email: Contact@preferredjeweler.com | Phone: 888-998-8874