



# SERVICES APPLICATION

SEO / DESIGN / MARKETING // EXPERTS

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## WHAT IS THIS?

In our years of experience, we've learned that the more detailed and complete the initial information we can gather from our clients, and prospective clients, really matters for the end result. This services application form will quickly guide you through everything we need to know about your business, your current situation and your future goals.

We'll then take this information and make sure we're equipped to handle your requirements and that we're a good 'fit'.

## BASIC DETAILS

NAME \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PRIMARY EMAIL \_\_\_\_\_

CURRENT WEB ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

*It's your responsibility to notify us of any changes in your contact information above or your website and login information below.*

## WEBSITE AND LOGIN INFORMATION

The following information is necessary in order for us to gain access your account to perform your Evaluation and/or SEO services. If you don't know this information below you must obtain it from your web designer or web-host. All information is **kept confidential** and will be used only to perform the necessary services to fulfill your request. Please be mindful of case-sensitivity on all usernames and passwords when writing them down.

WEBSITE URL \_\_\_\_\_

FTP HOST \_\_\_\_\_

FTP USERNAME \_\_\_\_\_ FTP PASSWORD \_\_\_\_\_

CONTROL PANEL URL \_\_\_\_\_

PANEL USERNAME \_\_\_\_\_ PANEL PASSWORD \_\_\_\_\_

CONTENT MANAGEMENT URL \_\_\_\_\_

CMS USERNAME \_\_\_\_\_ CMS PASSWORD \_\_\_\_\_

# E-COMMERCE & ADDITIONAL LOGINS

Here you can enter any ecommerce or additional login information you may have.

E-COMMERCE PROVIDER (*BigC, Shopify, Yahoo, Magento, Volusion, Other, Custom*) \_\_\_\_\_

E-COMMERCE MAIN URL \_\_\_\_\_

E-COMMERCE ADMIN URL \_\_\_\_\_

E-COMMERCE ADMIN USERNAME \_\_\_\_\_

E-COMMERCE ADMIN PASSWORD \_\_\_\_\_

## MORE LOGIN INFORMATION

IF YOU HAVE ANY ADDITIONAL INFORMATION FOR LOGINS TO OTHER RELEVANT SITES PLEASE ENTER IT BELOW

ADDITIONAL HOST / URL 1 \_\_\_\_\_

USERNAME 1 \_\_\_\_\_ PASSWORD 1 \_\_\_\_\_

ADDITIONAL HOST / URL 2 \_\_\_\_\_

USERNAME 2 \_\_\_\_\_ PASSWORD 2 \_\_\_\_\_

## GOOGLE SPECIFIC INFORMATION

GOOGLE LOGIN / EMAIL \_\_\_\_\_

GOOGLE PASSWORD \_\_\_\_\_

IF ANY OF YOUR GOOGLE SERVICES USE ALTERNATIVE LOGINS, PLEASE ENTER THEM BELOW

### GOOGLE ANALYTICS

USERNAME \_\_\_\_\_ PASSWORD \_\_\_\_\_

### GOOGLE ADWORDS

USERNAME \_\_\_\_\_ PASSWORD \_\_\_\_\_

### GOOGLE MERCHANT

USERNAME \_\_\_\_\_ PASSWORD \_\_\_\_\_

### GOOGLE WEBMASTER TOOLS

USERNAME \_\_\_\_\_ PASSWORD \_\_\_\_\_

### GOOGLE PLACES

USERNAME \_\_\_\_\_ PASSWORD \_\_\_\_\_

# INITIAL QUESTIONS

Each clients needs and requirements are vastly different, please take the time to fill each section out completely.

ARE YOU HAPPY WITH YOUR WEBSITE OR IS A FRESHLY CREATED ONE DESIRABLE? YES \_\_\_\_\_ NO \_\_\_\_\_

DO YOU WANT TO HANDLE UPDATES YOURSELF ON YOUR WEBSITE? YES \_\_\_\_\_ NO \_\_\_\_\_

DO YOU ALREADY HAVE CONTENT CREATED FOR THE WEBSITE? YES \_\_\_\_\_ NO \_\_\_\_\_

HAVE YOU WORKED WITH A SEO / DESIGN / MARKETING FIRM IN THE PAST? YES \_\_\_\_\_ NO \_\_\_\_\_

IS YOUR WEB SITE BUILT IN A CONTENT MANAGEMENT SYSTEM (CMS)? YES \_\_\_\_\_ NO \_\_\_\_\_

IF YES, WHICH CMS? \_\_\_\_\_ (WORDPRESS, DRUPAL, JOOMLA ETC)

HOW MANY PAGES DO YOU ESTIMATE YOUR SITE DISPLAYS ON THE INTERNET? \_\_\_\_\_

WHAT IS THE NAME OF THE SEARCH ENGINE YOU USE MOST OFTEN? \_\_\_\_\_

OTHER THAN INPUTTING YOUR OWN WEBSITE'S URL INTO YOUR BROWSER OR EXPLICITLY SEARCHING FOR YOUR OWN BUSINESS OR COMPANY NAME, HOW DO YOU SEARCH FOR YOUR OWN WEBSITE?

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WHAT DO YOU FEEL ARE THE 5-6 MAIN KEYWORDS OR PHRASES THAT YOUR WEBSITE CURRENTLY USES?

_____		_____
_____		_____
_____		_____

**RESPOND TO THE FOLLOWING SECTIONS WITH THE FIRST ANSWERS THAT COME TO YOUR MIND:**

Pretend you have never heard of your company, product or service by name. You now have a need to locate a company, product or service similar to your own and so you go online to your favorite search engine to find it. List 5-6 key words or phrases you will type into the search engine to locate this company, product or service.

_____		_____
_____		_____
_____		_____

Now, let's say you didn't have much luck locating this company, product or service. Please respond with 5 or 6 key words or phrases that you will then use to refine, change or narrow down your search.

_____		_____
_____		_____
_____		_____

# COMPETITOR WEBSITES

Provide links (not just business names) to 2-3 websites that you feel are your competitors. If you do not provide the actual site links we cannot be absolutely positive that we would be visiting the correct sites. If you do not provide links, this section will be ignored.

HTTP:// \_\_\_\_\_

HTTP:// \_\_\_\_\_

HTTP:// \_\_\_\_\_

# ADDITIONAL INFORMATION

Comments, requests, concerns or anything else you feel we need to know or would like to tell us which relates to your website? Please be **very** specific. This may include things like design specifics you're thinking of, ideas for offline marketing you've used, or other factors you deem important. You may use the back of this page if you need additional space.

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## THANKS!

We appreciate you considering Nash-Keller Media for your needs, and we look forward to taking a look at the information you provided above to come up with a customized plan to increase search engine rankings, exposure and ultimate more business for your company.

IF YOU HAVE ANY QUESTIONS DON'T HESITATE TO CALL US OR SEND US AN EMAIL

1-800-275-3049  
contact@nashkellermedia.com