



Promoting your website with Search Engine Optimization

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## SEO Site Promotion Planner

The information that you gather by filling out this form is the first step in creating your promotion strategy. Much of this information can be used in developing your title & meta tags.

### *Site Promotion Profile*

Your Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

URL or Web Address: \_\_\_\_\_

Email: \_\_\_\_\_

Web Site Title (80 characters or less): \_\_\_\_\_

\_\_\_\_\_

### *Site Promotion Goals*

What do you hope to achieve by having a web site?

Why would someone want to visit your site?

What do you have to offer that is unique?

Do your customers have interests related to what your business has to offer?

### *Site Descriptions*

How would you describe your business?

Describe your business in five words or less.

Describe your business in ten words or less.

Describe your business in 20 words or less.

Describe your business in 50 words or less.

Describe your business in 100 words or less.

Based on the information above, list at least ten keyword search phrases, separated by commas, that you would use to describe your business.