

CREATIVEPIXELS

SEO Brief

For new SEO engagements and audits

Printable brief · approx. 16 min · 32 questions

YOUR NAME

EMAIL

COMPANY

IN ONE LINE

About your business

Website URL *

In one sentence — what do you sell or offer? *

How long has the site existed?

- Less than 6 months
- 6-12 months
- 1-3 years
- 3+ years

Goals

Primary goal of this SEO project *

- More leads
- More online sales
- Brand awareness
- Local visibility
- Recover lost rankings
- Launch SEO from scratch

What does success look like in 6 months? *

Geographic focus

- Local (city/region)
- National
- International
- Global

Audience

Who is your ideal customer? *

What language(s) does your site need to rank in?

- English
- Spanish
- French
- German
- Italian
- Portuguese
- Other (list below)

Keyword targets

List 5–10 keywords you want to rank for *

One per line. Don't worry about volume yet.

Are there branded terms competitors are bidding on?

- Yes
- No

Competitors

Top 3 organic competitors (URLs) *

What do they do that you wish you did?

Current state

Have you done SEO before?

- No
- Yes — internally
- Yes — with a previous agency
- Some, but unclear what was done

Has your traffic dropped recently?

- Yes
- No

Do you have access to Google Search Console / Analytics?

- GSC
- GA4
- Bing Webmaster
- None / not sure

Content

How much content do you publish today?

- Nothing regularly
- Occasional posts
- Monthly cadence
- Weekly cadence
- Multiple per week

Who creates your content?

- No one
- Internal team
- Freelancers
- Previous agency
- Need help finding writers

Do you want us to write content for you?

- Yes
- No

Technical

CMS / platform

- WordPress
- Shopify
- Webflow
- Squarespace
- Wix
- Custom
- Headless (Next.js)
- Other

Are devs available for fixes?

- Yes
- No

Any known technical issues (slow site, indexing problems, redirects)?

Backlinks & PR

Have you done link building before?

- Yes
- No

Do you have a digital PR or outreach team?

- Yes
- No

Are there any links / placements you absolutely don't want us to pursue?

Local SEO

Skip if not relevant.

Do you serve customers from a physical location?

- Yes
- No

Google Business Profile URL

Tracking & reporting

How would you like to receive reports?

- Live dashboard (Looker / Data Studio)
- Monthly PDF
- Quarterly review call
- Slack updates

KPIs that matter most

- Organic traffic
- Keyword rankings
- Conversions / leads
- Revenue
- Domain authority
- Backlinks
- Page speed

Timeline

When would you like to start? *

- Immediately
- Next month
- Next quarter
- Just exploring

Budget

Monthly SEO budget *

- Under £500/mo
- £500-£1.5k/mo
- £1.5k-£3k/mo
- £3k-£6k/mo
- £6k+/mo

Anything else

Anything else we should know?

How did you hear about us?

When you're ready, complete the online version at the link CreativePixels sent you. Required fields are marked with *