

FOUNDRY & CO

# SEO Brief

For new SEO engagements and audits

Printable brief · approx. 16 min · 32 questions

YOUR NAME

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EMAIL

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COMPANY

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IN ONE LINE

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## 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? \***

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**Geographic focus**

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

**Audience**

**Who is your ideal customer? \***

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**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.

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**Are there branded terms competitors are bidding on?**

- Yes
- No

**Competitors**

**Top 3 organic competitors (URLs) \***

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What do they do that you wish you did?

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## 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)?**

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## 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?

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## Local SEO

Skip if not relevant.

Do you serve customers from a physical location?

- Yes
- No

Google Business Profile URL

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## 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?**

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**How did you hear about us?**

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