

# Discovery Form

Does Your Site Stand Out From the Rest?  
Have the *Confidence* to say yes



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## Tell Us a Little About You:

Your Name:

Your Phone Number:

Page or Website URL:

### *Your Google Analytic access/Google Adwords information*

- A. What can we do for you?
- B. What is the nature of your business?
- C. Who are your customers/constituents?**
- D. Have you or your company done a project like this before?
  - Have you defined the scope of the project?
- E. Who wants the project done?
- F. Who is/are the final decision maker(s)?
- G. What level of approvals are needed for the project?
- H. Does approval authority reside in your division?
- I. What do you specifically hope to accomplish? (i.e. how will you judge the success of this project)?
- J. Who is your target audience/market? Job status? Economic status? Please describe your "average" visitor as best you can.
- K. What are the three most pressing problems that your company is trying to solve right now?
- L. Do you have a keyword analysis? Can you send it to us?
- M. Who are your competitors? (Give us at least 3 with url)**
- N. Your ideal site/brand you most resemble or want to be like?

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## Online Reputation Management O.R.M.

- What does your online reputation look like? Do you know?
- Have you tried resolving this issue?
- Do you have supporting documentation?
- Please attach or add any links in order for us to better understand your predicament.
- Have you hired an outside PR firm to deal with this?
- How will you gauge a successful ORM campaign?
- What are you willing to give up, in order to find a resolution?



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### Keywords

Keywords are phrases that will bring targeted traffic to your site. Knowing how people find your website can greatly help search optimization and marketing efforts. There are many keywords that at first glance may seem like a wise choice but turn out to be very expensive errors.

Prior to a full content-engagement and/or website development effort, Level 343 will conduct more extensive keyword research with core team members, product managers, sales reps, marketing personnel, front-line call center reps, customer support. The following questions will provide us with an initial footprint of your keyword space.

Create a list of words or phrases you perceive as keywords used by people who **desire** your product or services. What is their most pressing need?

**REQUIRED:** Please prioritize *at least* the 1<sup>st</sup> five keyword phrases relating to your products and/or services.

PRODUCTS AND/OR SERVICES & ASSOCIATED KEYWORDS			
DESCRIBE THE TOP 5 PRODUCTS/SERVICES ON YOUR SITE.		WHAT WOULD YOU TYPE IN A SEARCH ENGINE TO FIND THESE PRODUCTS/SERVICES?	
1 <sup>st</sup>			
2 <sup>nd</sup>			
3 <sup>rd</sup>			
4 <sup>th</sup>			
5 <sup>th</sup>			
OTHER TOP KEYWORDS			
LIST OTHER IMPORTANT KEYWORDS TO YOUR WEBSITE AND/OR INDUSTRY.			
6 <sup>th</sup>		11 <sup>th</sup>	
7 <sup>th</sup>		12 <sup>th</sup>	
8 <sup>th</sup>		13 <sup>th</sup>	
9 <sup>th</sup>		14 <sup>th</sup>	
10 <sup>th</sup>		15 <sup>th</sup>	
PRESSING NEEDS			
WHAT ARE YOUR CUSTOMERS MOST PRESSING NEEDS?			
1 <sup>st</sup>		6 <sup>th</sup>	
2 <sup>nd</sup>		7 <sup>th</sup>	
3 <sup>rd</sup>		8 <sup>th</sup>	
4 <sup>th</sup>		9 <sup>th</sup>	
5 <sup>th</sup>		10 <sup>th</sup>	



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## Social Media Profiles

Answer to the best of your knowledge. (press the buttons in order to get an X)

<b>EMAIL &amp; SOCIAL MEDIA ACCOUNTS?</b>  <b>DO YOU HAVE ANY OF THE FOLLOWING ACCOUNTS?</b> (IF SO, ENSURE YOU HAVE ACCESS TO YOUR USERNAMES AND PASSWORDS.)	Gmail	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	I Don't Know ____
	Yahoo!	Yes <input type="checkbox"/>	No <input type="checkbox"/>	I Don't Know ____
	MSN Live	Yes <input type="checkbox"/>	No <input type="checkbox"/>	I Don't Know ____
	LinkedIn	Yes <input type="checkbox"/>	No <input type="checkbox"/>	I Don't Know ____
	Facebook	Yes <input type="checkbox"/>	No <input type="checkbox"/>	I Don't Know ____
	Twitter	Yes <input type="checkbox"/>	No <input type="checkbox"/>	I Don't Know ____
	MySpace	Yes <input type="checkbox"/>	No <input type="checkbox"/>	In Progress <input type="checkbox"/>
	Flickr/Twit Pic	Yes <input type="checkbox"/>	No <input type="checkbox"/>	I Don't Know ____
	Picasa	Yes <input type="checkbox"/>	No <input type="checkbox"/>	I Don't Know ____
	YouTube (video)	Yes <input type="checkbox"/>	No <input type="checkbox"/>	In Progress
	Utterz (audio)	Yes <input type="checkbox"/>	No <input type="checkbox"/>	I Don't Know ____
	Delicious	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Created Acct.-Have not used it <input type="checkbox"/>
	StumbleUpon	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Created Acct.-Have not used it <input type="checkbox"/>
	Digg	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Created Acct.-Have not used it <input type="checkbox"/>
	WordPress	Yes <input type="checkbox"/>	No <input type="checkbox"/>	I Don't Know ____
	Blogger	Yes <input type="checkbox"/>	No <input type="checkbox"/>	2 Blogs <input type="checkbox"/>
	MyBlogLog	Yes <input type="checkbox"/>	No <input type="checkbox"/>	I Don't Know ____
	FriendFeed	Yes <input type="checkbox"/>	No <input type="checkbox"/>	I Don't Know ____
Squidoo	Yes <input type="checkbox"/>	No <input type="checkbox"/>	I Don't Know ____	
Tumblr	Yes <input type="checkbox"/>	No <input type="checkbox"/>	I Don't Know ____	
Technorati	Yes <input type="checkbox"/>	No <input type="checkbox"/>	I Don't Know ____	
<b>AVATAR</b>	Are you using a headshot photo or company logo?			
<b>OTHER</b>	Additional content publishing efforts, use of video, voting:			
<b>ENGAGEMENT GOALS</b>	social media engagement efforts in 1 year?			
<b>TWITTER</b>	Ways you plan to use Twitter, if any:	Broadcasting Messages <input type="checkbox"/>	Customer Service <input type="checkbox"/>	Relationship Building <input type="checkbox"/> I use Power Twitter.



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## Current Content

Answer to the best of your knowledge regarding current and previous content assets.

<b>CONTENT</b>	Describe digital content that's been developed.  List all content that's been created, especially if it's in digital format.  e.g. ad jingles, demo videos, educational webinars, podcasts, old press releases, articles, photo galleries, sales materials	
<b>WHITE PAPERS</b>	Identify white papers, if any, developed to date.	
<b>ARTICLES</b>	Identify articles written for offline and online publications.	

## Marketing Goals & Tracking

Answer to the best of your knowledge your current and future marketing efforts, key performance indicators for measurement & tracking.

<b>GOALS</b>	Key goals for marketing your site?	More sales ____ More subscribers ____	Higher rankings ____ More publicity ____
<b>PROSPECTS &amp; CLIENTS</b>	Do you have a contact database?	Yes ____	No ____ I Don't Know ____
	Is database updated automatically by site?	Yes ____	No ____ I Don't Know ____
<b>NEWSLETTERS</b>	Do you have a double Opt-in List? Size?	Yes ____ Size _____	No ____ I Don't Know ____
<b>SUCCESS METRICS</b>	Identify your key metrics of success? e.g. rankings, traffic, leads, branding, reputation management, social mentions		
	Identify your highest priority products, pages, services on your site?		
<b>VALUES ASSIGNED</b>	Lifetime Customer Value (LCV)?	Yes ____	No ____ If yes, enter \$ _____
<b>ROI</b>	If you measure, how do you measure ROI?	Gross sales versus gross marketing budget ____	Gross mktg. budget vs impressions - CPM ____
<b>REPUTATION</b>	Do you currently use a clipping service? Online	Yes ____	No ____ I Don't Know ____



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MANAGEMENT	alert service / media monitoring?	Both ____		
	Does your team currently monitor alerts for specific keywords?	Yes ____	No ____	I Don't Know ____
SERPs	Does your team monitor SERP rankings, how target keywords and associated artist pages are ranking in search?	Yes ____	No ____	I Don't Know ____
COMPETITIVE RESEARCH	Does your team monitor competitive website activities on a regular basis?	Yes ____	No ____	I Don't Know ____
SERPs	Will your team be monitoring SERP ranking, how target keywords and associated artist pages are ranking in search?	Yes ____	No ____	I Don't Know ____
ANALYTICS	Does your team currently monitor analytics?	Yes ____	No ____	I Don't Know ____
TRACKING	Do you have conversion tracking enabled? lead, sales, downloading of white papers, etc.	Yes ____	No ____	I Don't Know ____

PROMOTIONS	Name the single most effective promotion you have run for your business. Would you run it again?	
LOCAL FOCUS	List counties, cities, even local area or neighborhood nicknames that identify your marketing goals, areas from where you desire to attract customers:	
CUSTOMER RELATIONSHIPS	How do you cultivate long-term relationships with your customers?  Frequent buyer promos, personal communication, thank you / birthday cards, engagement in social spaces?	
GREATEST ONLINE MARKETING NEED	What is your most immediate or highest priority or "point of pain" related to your <b>online</b> marketing?	
GREATEST OFFLINE MARKETING NEED	What is your most immediate or highest priority or "point of pain" related to your <b>offline</b> marketing?	
NETWORKING	Describe relationships you	



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<b>RELATIONSHIPS</b>	<p>have with others in your industry, your network.</p> <p>Do you comment on their blogs or participate in forums with them?</p> <p>Describe those you mingle with at events and conferences, connect with on LinkedIn and/or social networks.</p>	
<b>OFFLINE MARKETING</b>	<p>Describe your offline marketing efforts, print, newsletters, how you reach out to your audience. Do you advertise URL?</p>	

### Conversion

After a prospective customer visits your site, what SPECIFIC action or actions do you want them to do?

### Website Changes

Identify changes you are willing to make to the website:

<b>ADDITIONAL PAGES</b>	Add new content?	Yes ____	No ____	Maybe if it means improved results ____
<b>SITE NAVIGATION</b>	Change from image-based to CSS/Text, etc.	Yes ____	No ____	Maybe if it means improved results ____
<b>CODE &amp; COPY</b>	Optimize code, header tags, body copy	Yes ____	No ____	Maybe if it means improved results ____
<b>HOME PAGE</b>	Change and add home page body copy	Yes ____	No ____	Maybe if it means improved results ____
<b>TITLE TAGS</b>	Change page title tags	Yes ____	No ____	Maybe if it means improved results ____
<b>URLS</b>	Can URLs be rewritten to be more search and user-friendly, if recommended?	Yes ____	No ____	Maybe if it means improved results ____

### Linking Initiatives

Identify to your best knowledge:

<b>LINK BUILDING</b>	<p>How have you generated links to your website?</p> <p>e.g. naturally, requested links, press releases, reciprocal, paid links</p>			
<b>AFFILIATE LINKS</b>	<p>Do you have affiliate partners that link to you? If so, do they have unique</p>	Yes ____	If yes, does every link has its own tracking ID?	No ____



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	tracking IDs			
PR	Do you have a PR Dept or firm sending out Press / News Releases	Yes ____	If yes, is each release optimized for SEO?	No ____
SOCIAL MEDIA	Identify any social media marketing programs in place?			
BLOGGERS	Any bloggers on staff?	Yes ____	No ____	Some employees have personal blogs ____
DIRECTORIES	Do you have a list of current Directory Listings? e.g. Yahoo! Directory, Best of the Web, etc.	Yes ____	No ____	I don't know ____
OTHER MEDIA	Do you have relationships with media or reporters	Yes ____	No ____	We did at one time but not any more ____

## Current Content

Answer to the best of your knowledge regarding current and previous content assets.

CONTENT	Describe digital content that's been developed.  List all content that's been created, especially if it's in digital format.  e.g. ad jingles, demo videos, educational webinars, podcasts, old press releases, articles, photo galleries, sales materials	
WHITE PAPERS	Identify white papers, if any, developed to date.	
ARTICLES	Identify articles written for offline and online publications.	





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## Publishing Goals

Answer to the best of your knowledge regarding future publishing efforts.

<b>CONTENT</b>	How often do you plan on adding content to your site?	daily ___	weekly ___	monthly ___	quarterly ___	randomly ___
<b>BLOGGING</b>	How often do you plan to post to your blog?	daily ___	weekly ___	monthly ___	quarterly ___	randomly ___
<b>PUBLICATIONS</b>	How often do you plan to submit articles to industry trade publications?	daily ___	weekly ___	monthly ___	quarterly ___	randomly ___
<b>MEDIA</b>	How often do you plan to develop podcasts & video?	daily ___	weekly ___	monthly ___	quarterly ___	randomly ___
<b>TWITTER</b>	Will new content be shared on Twitter?	Yes ___		No ___		I Don't Know ___
<b>FACEBOOK</b>	Will new content be shared on Facebook?	Yes ___		No ___		I Don't Know ___
<b>YOUTUBE</b>	Will new content be shared on YouTube or other video-sharing site?	Yes ___		No ___		I Don't Know ___
<b>SOCIAL MEDIA</b>	Will new content be developed to target voting on other sites? StumbleUpon, Digg, etc.?	Yes ___		No ___		I Don't Know ___

Answer to the best of your knowledge regarding future content planning efforts.

<b>KEYWORD RESEARCH</b>	Identify tools and resources, if any, your team will use to research keywords for content.					
<b>COMPETITIVE RESEARCH</b>	Will you analyze competition to determine online efforts prior to developing content?	Yes ___		No ___		I Don't Know ___
<b>LINK BUILDING</b>	Will you be dedicating resources to build relationships with industry-related sites for link building?	Yes ___		No ___		I Don't Know ___
<b>TRENDS</b>	Will your team be research latest industry trends to develop content?	Yes ___		No ___		I Don't Know ___
<b>ALERTS</b>	Will your team monitor alerts for industry-specific keywords?	Yes ___		No ___		I Don't Know ___



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## Online Marketing

Help us understand past efforts for SEO, PPC and social marketing:

SEARCH ENGINES	What is your perception of your website presence in the search engines?	Not Listed ____	Poor ____	Average ____	Good ____	Excellent ____
	Comments:					
SEARCH ENGINE OPTIMIZATION	Have you completed any SEO work?	Yes ____	No ____	I Don't Know ____		
	If Yes, describe the experience and outcome.					
PAY PER CLICK (PPC)	Have you ever implemented PPC advertising?	Yes ____	No ____	I Don't Know ____		
	If Yes, describe the experience and outcome.					
LEADS	% of Leads from Natural / Organic Searches				I Don't Know ____	
	% of Leads from Pay-Per-Click Advertising				I Don't Know ____	
	% of Leads from Social Media Promotion				I Don't Know ____	
	Explain a little about your online lead generation process:					
CLASSIFIEDS	Identify listings on Craigslist, Kijiji, Gumtree:					
AUCTIONS, SHOPPING SITES	List offerings on eBay, Amazon, shopping sites:					
REVIEWS	List efforts to encourage customers to write reviews, e.g. Yelp, Amazon, Citysearch.					
ONLINE MARKETING GOALS	Where do you see your online marketing efforts going in 1 year's time?					