

## **Marketing SEO Creative Brief**

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With every job that Christian Internet embarks upon, we place great importance on a thorough and accurate briefing process.

The detailed briefing outline below acts as a guide to the areas that we need to consider, ensuring we meet your needs. The more information we have, the better we are able to serve you and provide the best solution. This is probably the most important step.

### **THE PROJECT**

Please respond in a different color.

#### **1. Definition of the task (paragraph and keywords)**

Example: What are the keywords that would effectively position your site in the marketplace. Please more specific than "God, Jesus, Christ, Evangelism, Church and Ministry. Also please write up a simple opening paragraph adding the Keywords that people will use to find your site. Please add them within the opening paragraph. Remember the homepage is like a magazine cover, it sells the website. It will determine whether or not someone will stay on your site or click away.

#### **2. Define who would benefit from your site**

Example: Business, Personal, Human Interest groups, Children, Ministries etc.....

#### **3. Evaluation strategies**

The evaluation of the keywords presented is to be made by the seo marketing team and final acceptance is to be decided by Pastor Dave Hallahan and the client.

Please give any competitive sites in your market that will help us gain a better understanding of your organization.

### **BACKGROUND INFORMATION**

Through our experience with, and understanding of, the positioning and culture of the World Wide Web we are well equipped to correctly understand your needs.

The factors we will analyze when reviewing your SEO development includes:

Business History  
Target Market  
Market profile  
Market influences  
Area of operation  
Products and Services  
Market Research  
Marketing Strategies  
Brand  
Distribution Channels  
Competition

Please add anything that you think might be significant to any of these areas here:

**We also need the following:**

**Your user name and password to gain access to your website files.**