



## Search Engine Optimization Onboarding Form

---

### Thank you for choosing iPoint as your SEO provider.

The first step in our organic SEO campaign is to create an initial keyword list. The keywords you provide on this list will help us bring targeted search traffic to your website. When choosing keywords, pick phrases that you feel most accurately describe your products and services, and the information that you have on your website. Once you submit your initial keyword list, we will research the keywords with software and with competitor analysis to develop an expanded list of related keywords that we feel are beneficial to your campaign. In order to make your business information more complete, please send us logos and pictures of your products, team, interior and exterior of your business to be added to local online directories. These may be emailed to [seo@ipoint-tech.com](mailto:seo@ipoint-tech.com).

**Business Name:**

**Business Address:**

**Business Phone Number:**

**Hours of Operation:**

**SEO Contact Name:**

**Number:**

**Email:**

**Website Logins:**

Username:

Password:

**Profit Centers** (what products and services do you offer?):

**What Keywords are important for you to rank for?** (try to come up with around 20 to 30):

**Business Description** (please describe your business and what you would like your SEO to accomplish):

**List of Relevant Locations:** (examples: Fort Collins, Loveland, Northern Colorado, Wyoming)