



Squarespace SEO Client Intake Form

Contact Information

- Full Name:
- Business Name:
- Email Address:
- Phone Number:
- Website URL:

Business & Brand Background

- Describe your business in 2–3 sentences.
- Who is your ideal client/customer?
- What makes your business unique compared to competitors?

- Do you have a tagline or brand message you use consistently?

Website & SEO Goals

- What are your top 3 goals for SEO? (e.g., increase traffic, rank locally, grow email list, book more calls)
- Who are your main competitors? Please list their websites if possible.
- What keywords or phrases do you want to be found for?
- Have you done SEO before? If yes, what worked and what didn't?

Content & Marketing

- Do you have a blog? If yes, how often do you publish?
- Do you currently create other content (podcast, YouTube, social media)?
- Do you want support with blog strategy and writing?
- Do you have professional images or branding assets?

Technical Details

- Is your Squarespace site live, or are you still building it?
- Do you use other platforms/tools connected to your site? (Email marketing service, CRM, booking software, etc.)
- Do you already have Google Analytics and Google Search Console set up?

Local SEO (if applicable)

- Do you serve clients locally, nationally, or internationally?
- If local: Please provide your business address, service area, and whether you have a Google Business Profile.

Extras & Preferences

- How did you hear about me?
- What's your timeline for starting SEO work?
- Anything else I should know before we dive in?