**Client Kickoff Questionnaire**

***Business Goals***

*1) What is your target monthly budget to spend in Paid Search (including Agency Fees)*

*2) What actions do you want visitors to take from advertising?  
  
3) What is the value of each of these actions?*

*4) How many of these actions are you looking for each month?*

*5) Where and when should your ads be running? What languages?*

***Product/Services Specific Questions***

*6) What are your most important products/services that you will be advertising?*

*7) What is your approximate margin on these products/services?*

*8) Do you have dedicated landing pages discussing these products/services? If so, what are the URLs?*

*9) What are the features/benefits of buying these products?*

*10) Have you developed a persona/avatar of your ideal customer?*

***Strategy Questions***

*11) Which of these goals best describes your approach to advertising?*

* *Maximize the total number of actions taken for the budget*
* *Show my brand in top positions whenever possible*
* *Profit is our goal – deliver the most profitable clicks/highest amount of revenue possible*

*12) How aggressively do you want to approach budget restrictions? If profitable clicks are available, should budget be increased?*

*13) How frequently do you want to be updated with account results (weekly, monthly or quarterly?)*

***Advertising History***

*14) Have you ever advertised with AdWords before?*

*15) Are you aware of any keywords related to your products/services that draw in customers?*

*16) Are there any keywords we should avoid in our campaigns?*

*17) Are there any trademarks, copyrights or other information we should know about when writing ads?*

***Competitor Analysis***

*18) List your top 3-5 competitors and their websites here*

***Account Questions***

*19) Who will be paying for your ads?*

*20) Who should we be contacting with questions/concerns about your Google AdWords Account?*

*21) What level of approval is needed for adding keywords and ads to the account?*

*22) Who do we talk to about getting updates to your website?*

*23) Do you want to generate phone call leads/sales opportunities? If so, what phone number should receive these leads?*