

SEO Customer Research

Standard Operating Procedure

Last Updated / Reviewed: June 28th, 2019

Created For: Company Name

Goal: To develop a deep understanding of the target customer in order to aid our keyword research and content strategy.

Ideal Outcome: Creating a comprehensive understanding of the target customer(s), understanding what questions they ask before, during, and after buying a product or service. Identifying what related problem(s) each customer has that may lead them to buy.

Why this is important: Understanding your customer(s) better than your competition is crucial to producing valuable content that positions you as the authority in your space. There is direct (trackable via website conversions) and indirect (word of mouth) value in becoming a vital resource, problem-solver, and knowledge sharer in your industry. Empathizing with your customer helps us execute keyword research more thoroughly, developing a plan that will allow you to dominate the search engines and build brand equity everywhere. Start by caring more for your customer and they'll start coming to you. Customer research has an impact on your entire marketing plan.

Where this is done: In person or on the phone with your customer, with your sales and marketing team, through surveys, by analyzing history company data, and in the web browser.

When this is done:

1. Before you do keyword research.
2. It should also be done recurrently, at least once a year, to refresh your content strategy.

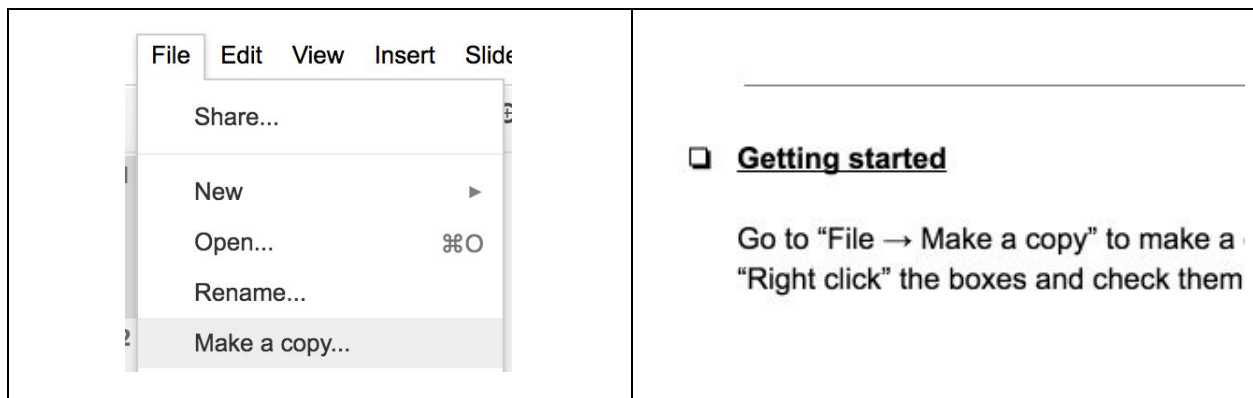
Who does this: The marketing and sales team at the business, together with the SEO specialist.

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☒ Getting Started

Go to “File → Make a copy” and make a copy of this document. Now that you have a copy, “right click” the boxes and check them off as you go along.



☒ The Customer

Complete this section for each different type of customer you have. Example: A bakery that sells at a storefront (retail customers) and wholesale. Break up by industry, company size, product or service, or however you segment the different types of customers you have.

1. What industry does the customer work in?
2. What is the title of the customer?
3. How do they like to gather information?
4. How do they like to communicate with you?
5. What is a day in the life of your customer look like?
6. Where does your customer go for professional development?

7. What are the top publications/blogs in your customer's industry?
8. What is your customer's primary roles and responsibilities?
9. What helps your customer do their job better?
10. What is your customer often frustrated with?
11. What does success look like in their position?

☒ **The Product or Service**

Complete this section for each product or service you offer at your business.

1. What is the product and/or service you are selling?
2. Does your target customer understand the product/service?
3. What language/words do they use to describe the product/service that is different from how you would describe it?
4. What are problems your customer has when they need your product/service?
5. What questions do they ask about your product/service?
6. What happens if they don't buy your product/service?
7. What options do they have to buy the product/service?
8. Will the customer use or interact with your product or service daily?
9. Does your product or service save time, cut costs, or help drive new revenue?

☒ **Customer Survey Questions**

Survey your customers (email, phone, in person) for more keyword and content ideation. Start with these types of questions, but make them more specific to match your customer and product/service.

1. What made you trust us?
2. How did you find us?
3. What do you like/dislike about our website? If it were a valuable resource to you, what would it include? What would we write about that you might read?
4. What information do you wish we provided upon first contact?
5. What information do you wish we would have explained upon completion of services?
6. What information were you looking to find when you began searching for a company like ours?
 - a. Did you find that information? What was missing?

7. What did our sales representatives say or do right? What did they say or do wrong?
8. What do you wish we would do better?
9. What did we do for you that was a pleasant surprise?
10. What made you decide we were the company for you?
11. Did you read online reviews about us before deciding to work with us?
12. How could we continue to help you?
13. What about our product/service do you wish could be better?